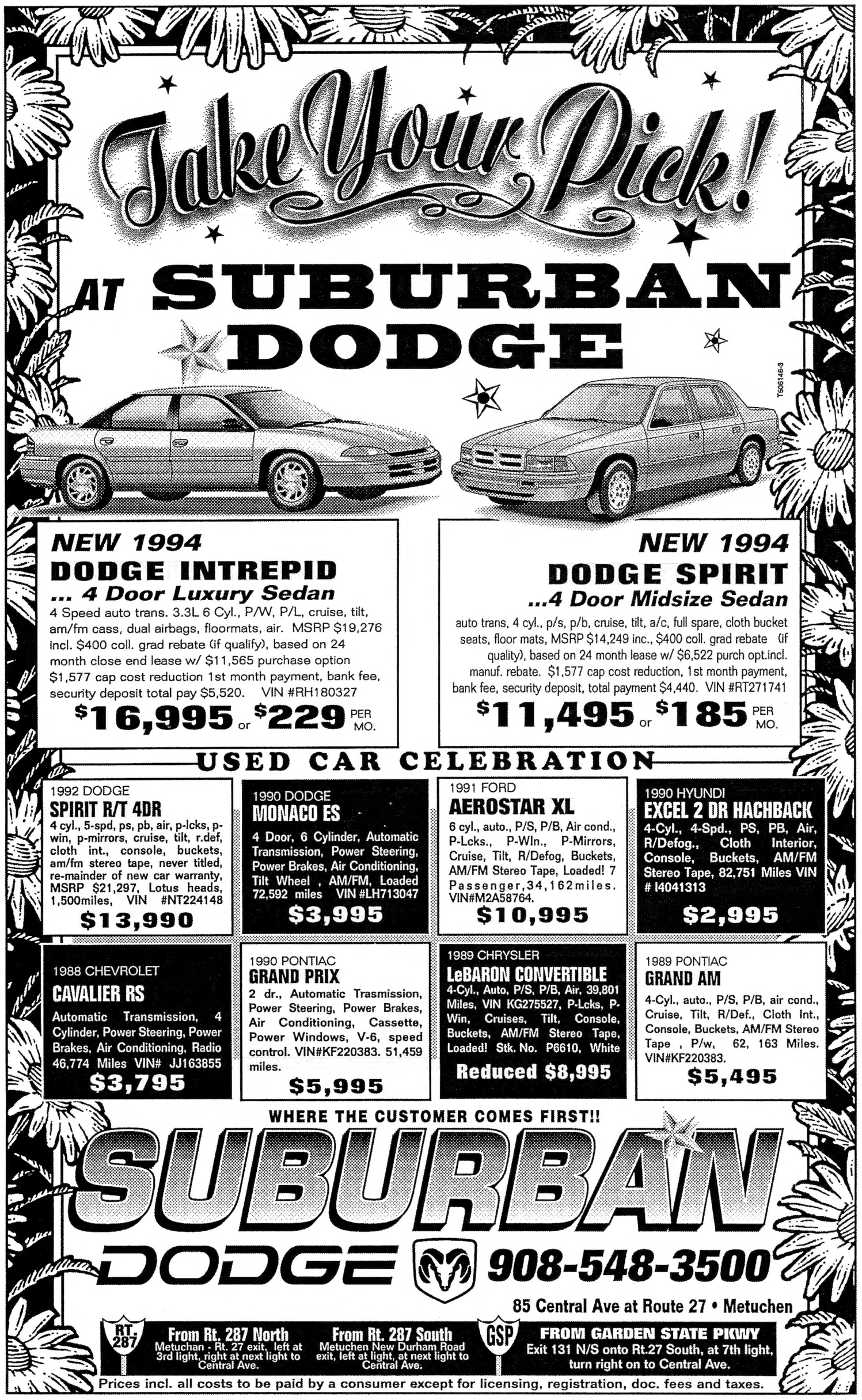
APRIL 1995
TearSheet

Case Histories

Kenneth Ruiz

The News Tribune
1 Hoover Way
Woodbridge, NJ 07095

Mar. 94 *PMS* ad frame, p. 17, provides an unconventional frame for car dealer's 3 col. x 10½" ad (shown reduced). The neatly boxed listings are a departure from the typical car ad and make the information inviting and easy to read. Printed in black and screens of black.



Case Histories

Deirdre Tschuor

Graphic Designer
Graphic Menus
St. Road 3 North
Eaton, IN 47338

Apr. 92 *PMS* flowers and "Spring" lettering, p. 10, combine with Apr. 91 *PMS* "breath of" lettering, p. 22, to create the "breath of spring" front cover of 8½" x 11" two-fold country club schedule of events. Enlarged, cropped flowers and bee from Mar. 93 *PMS*, pg. 4, accent inside of schedule. Printed in coral and teal on off-white stock.

◀ Schedule Cover

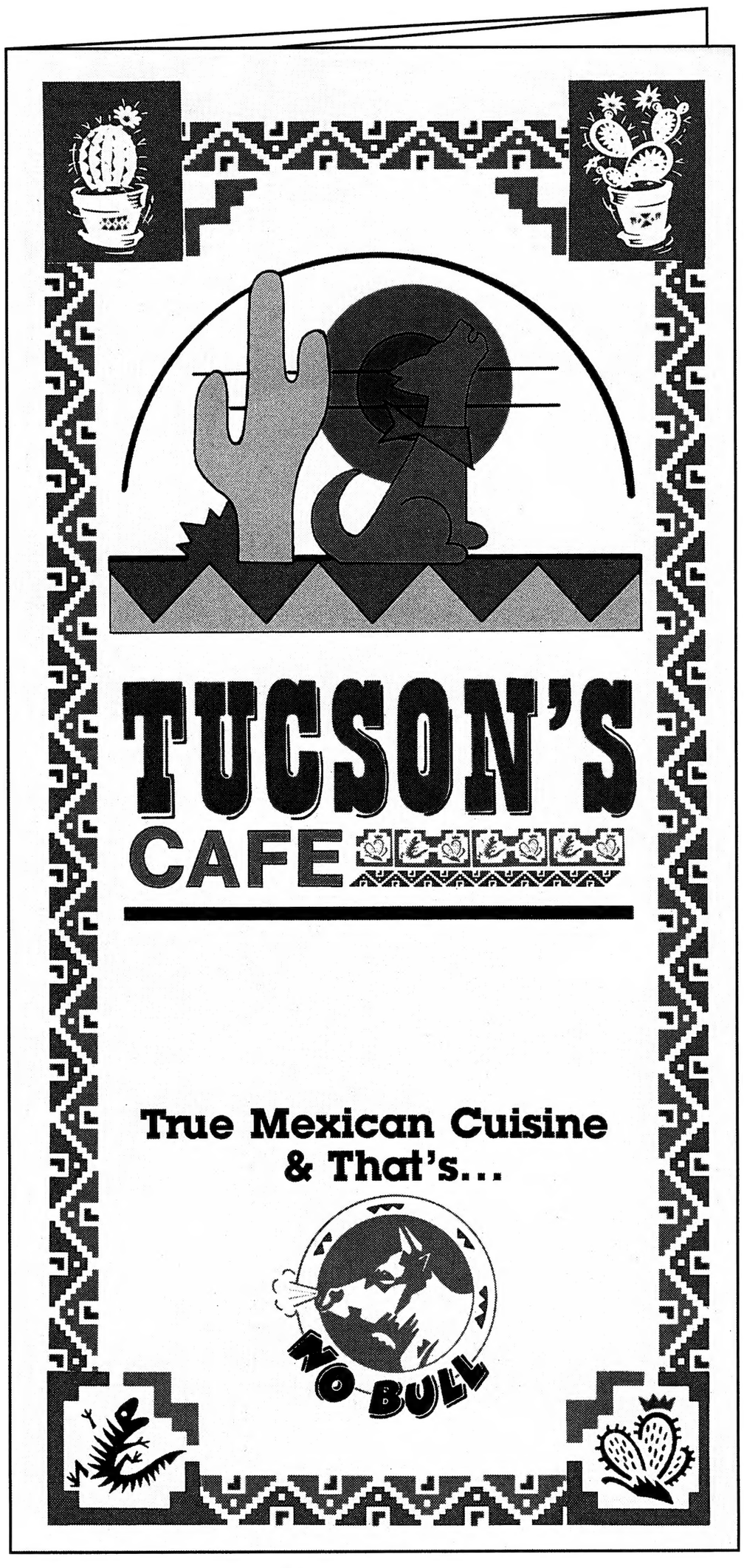
Inside Spread ▼

Case Histories

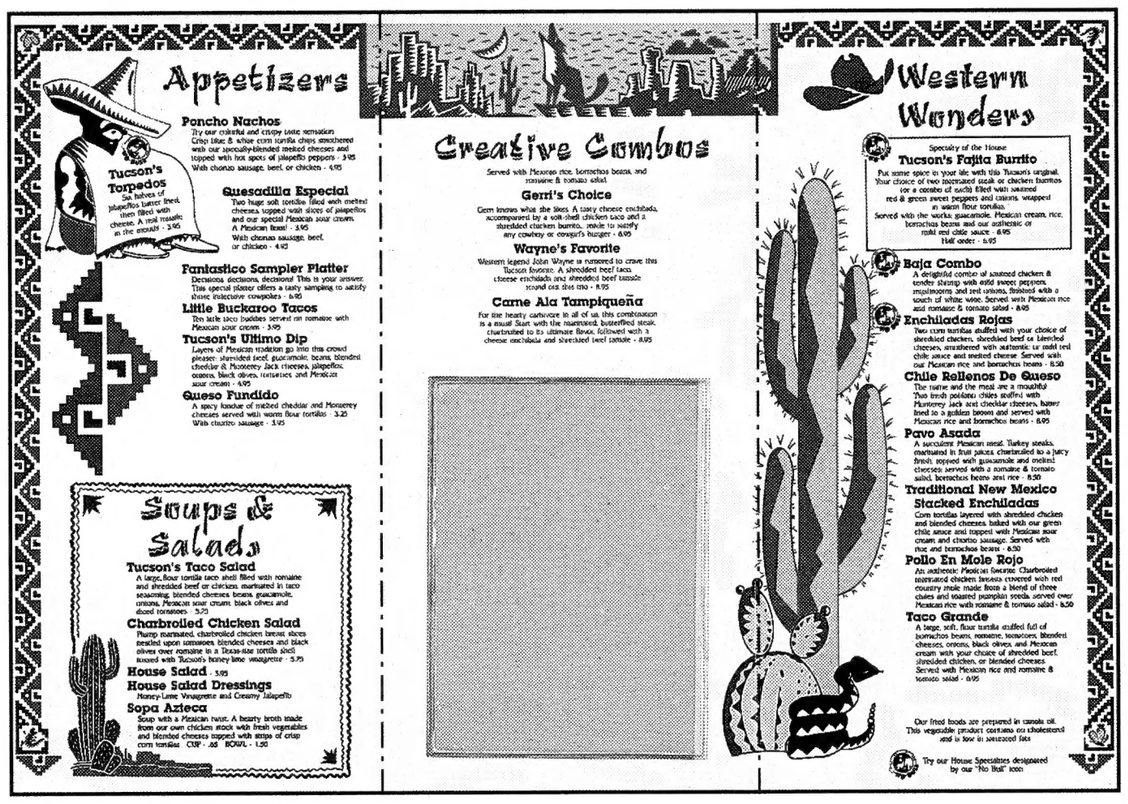
Deborah Hester

Graphic Designer
Graphic Menus Inc.
P.O. Box 400
Muncie, In 47308

Various *PMS* southwestern elements spice up Mexican menu. Front cover: Oct. 93, p. 20, border and Feb. 93, p. 12, cactuses. Inside spread: Oct. 94 *PMS*, p. 18, cactus accents soup and salad listings. Howling coyote from Oct. 93 *PMS*, p. 20, placed at top of layout. Acetate pocket added to hold list of daily specials. Inside flap: Boot from Aug. 92 *PMS*, p. 2. Menu printed in turquoise, red, brown, and black on card stock.



Menu Cover ▲



Inside Spread ▲

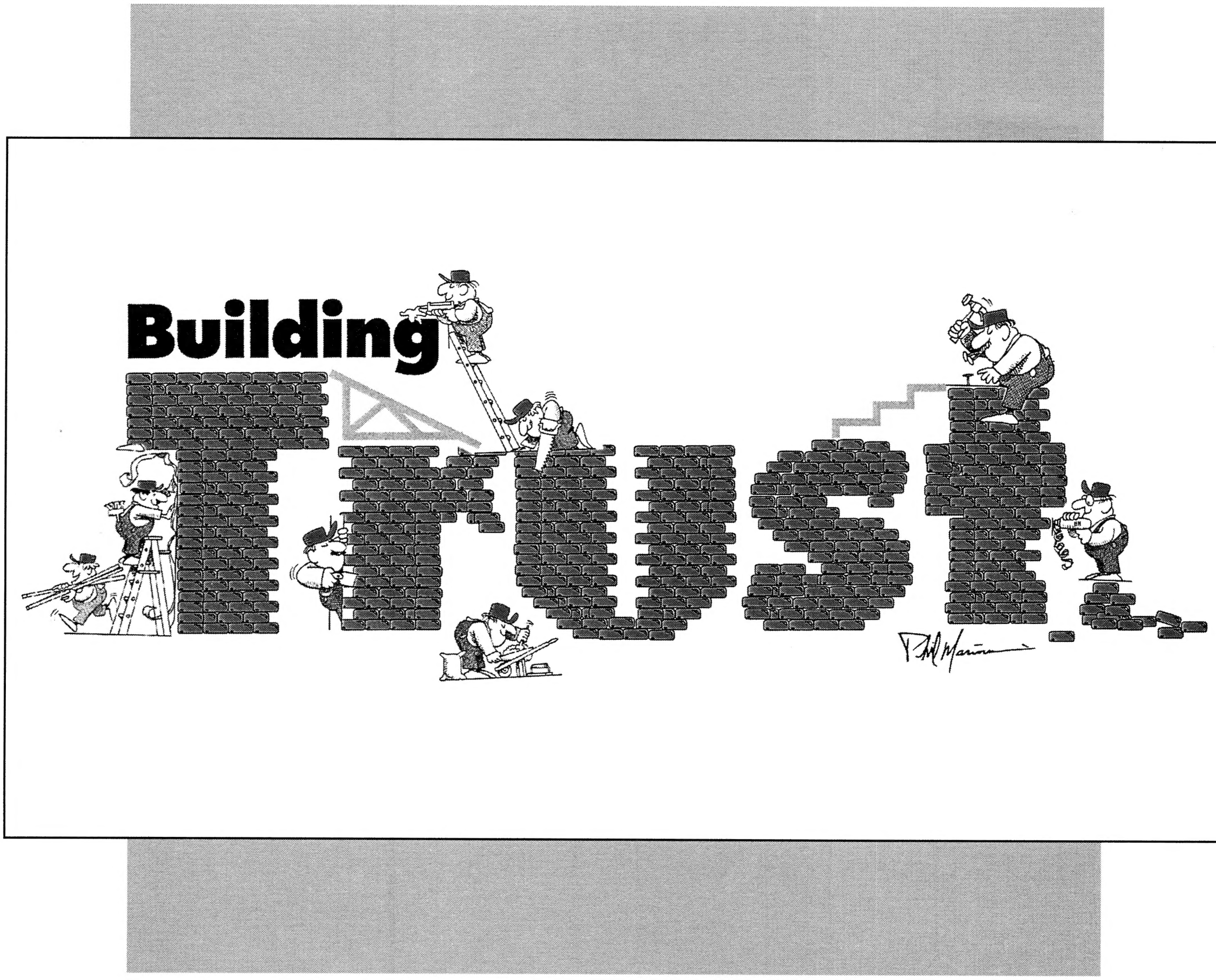
Inside Flap ▶

Case Histories

Phil Marinucci

Print Shop Supervisor/Designer
Comark
586 Argus Road
Oakville, Ont. L6J751

Workers lifted from Feb. 92 *PMS* ad frame, p. 19, to cleverly "construct" lettering for company-wide incentive program logo. Logo printed in blue, green, orange-red, and black.



Case Histories

Michael Stanislaw

Advertising Design Coordinator
Reading Eagle Company
345 Penn Street
Reading, PA 19603

PMS pirate from June 93, p. 4, promotes a treasure hunt on full-page ad for newspaper's classified section. Stanislaw said, "Your pirate art gave us the right hook for our classified's treasure hunt ad." Printed in red, blue, and black on newspaper stock.

Case Histories

Kelly Rice Welker

Creative Artist
ADVO, Inc.
861 Corporate Drive, Suite 204
Lexington, KY 40503

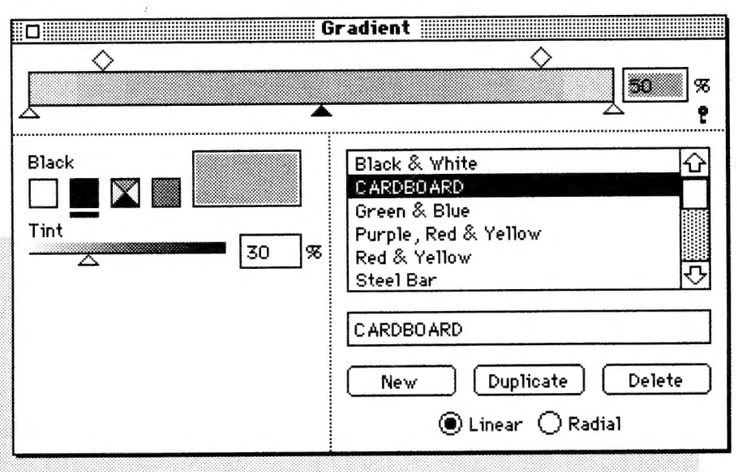
Man from Sept. 91 *PMS*, p. 10, adds a humorous touch to 5¾" x 11" optometrist's insert. Welker said, "This...*PMS* art helped grab attention and gave a new approach to selling glasses." Printed in black and green on white stock.

For *PMS* Cover Story & Trade Show information, please see the inside front cover of *Print Media Service.*

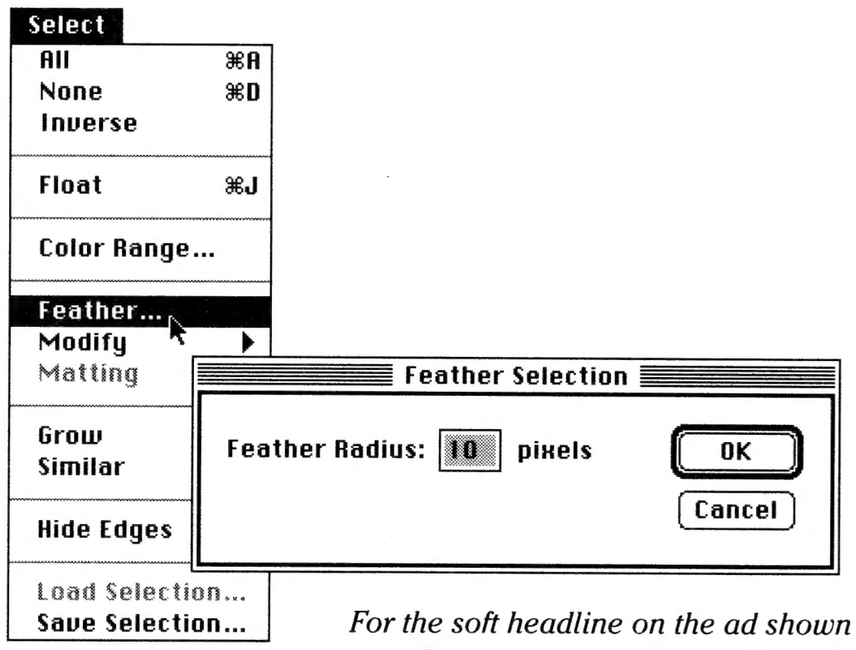
Conventional borders are boring — break free and give your ads a whole new flavor!

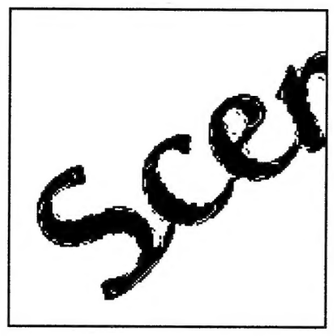
The car noise texture forms the border for the ad shown above. Three words were isolated from the art, resized, filled with gray, and sent behind the text. A black bar was added to the bottom of the ad to anchor it.

Placing a simple two-point rule around a newspaper ad is a quick and easy way to create a border. That's why almost every ad in your newspaper has one. Make your ads stand out – break the border rules! Art can do double duty and function as a border as on the automotive shop ad, shown left. You can put the border inside the art as a frame for the body copy, as we've shown on the park district ad on the opposite page. Or take advantage of our ad frames – art, a headline, and a frame just waiting for your copy. Car noise texture: 044F0495.EPS; cartoon worker ad frame: 080G0495.EPS; Easter basket: 051F0495.EPS; man: 029F0495.TIF; food: 030F0495.EPS & 031F0495.EPS.

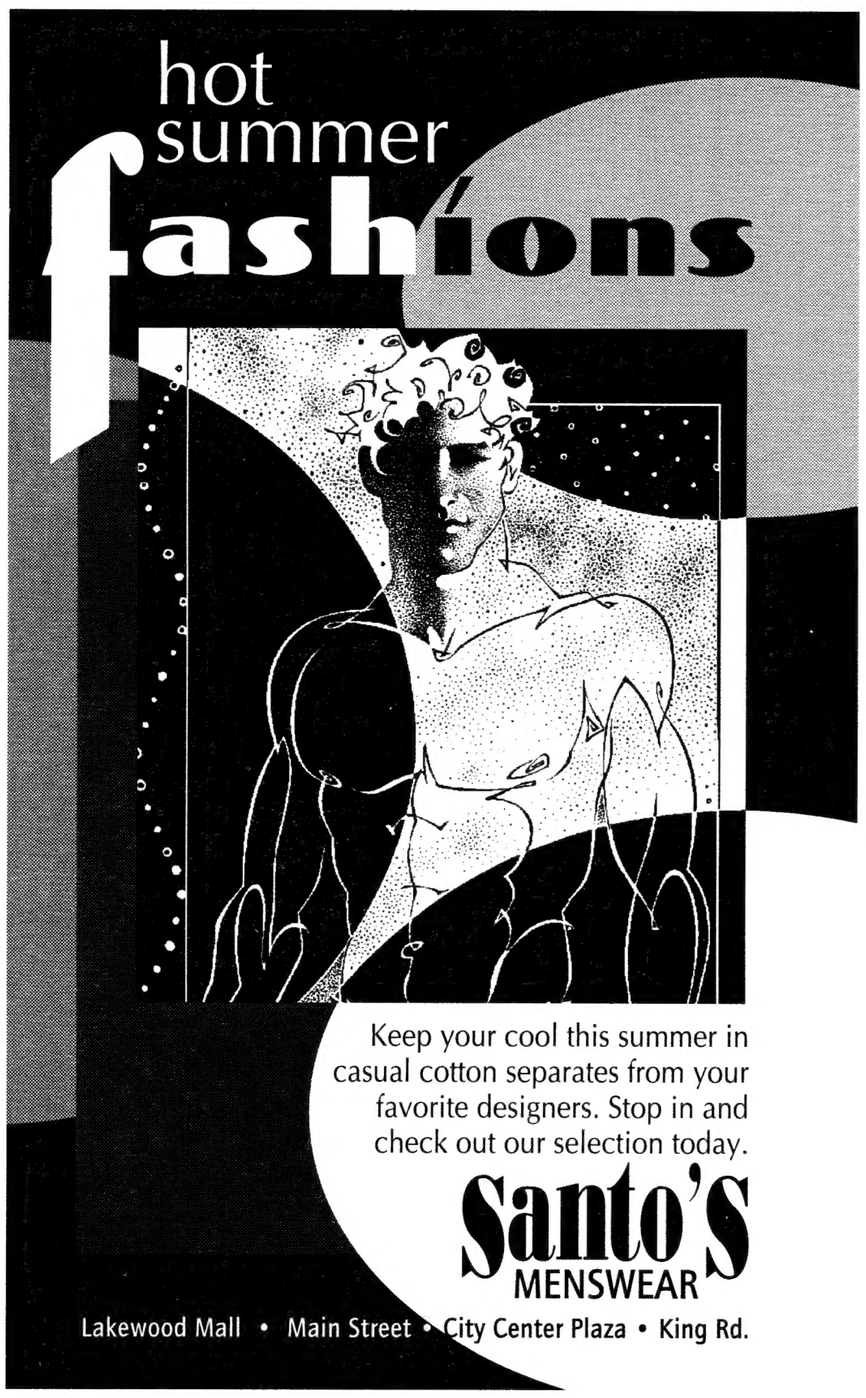


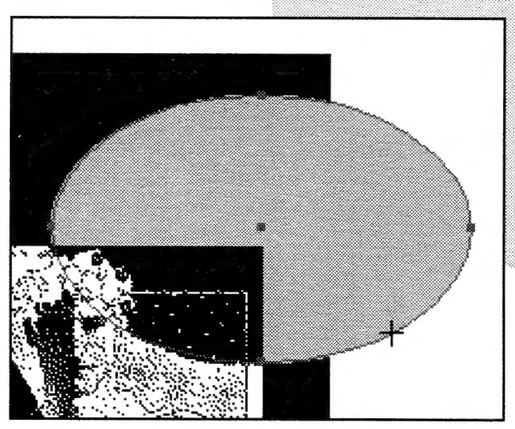
Our designer removed the original headline and added a custom texture to a ready-to-go ad frame to create the electronics store ad shown at right. To create the texture in Illustrator: Select File, Preferences, General, Snap to point, then draw a long, thin rectangle, option-drag to duplicate, then command-D to repeat. Select all of the rectangles and fill them with a customized grad (dark in the middle and lighter at the edges, above). Select the white shape that defines the interior of the art, give it a fill of None, and bring it to the front. Select both the shape and the cardboard texture and choose Object, Masks, Make.





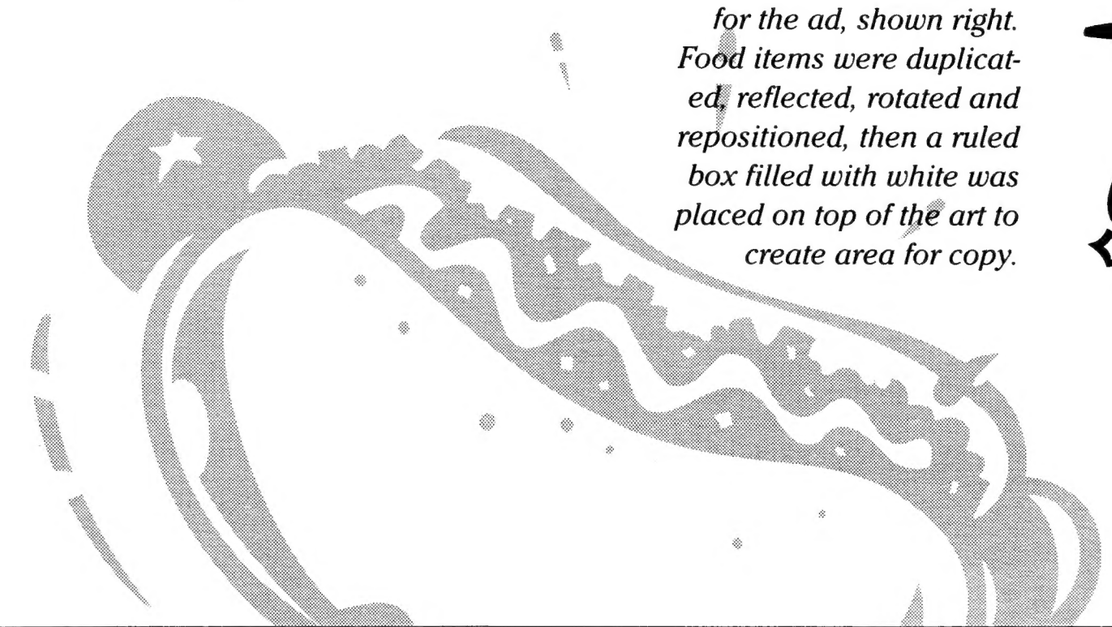
For the soft headline on the ad shown right: Set type on a curve in Illustrator, then open in Photoshop as grayscale. Select all the black areas with the magic wand, then feather 10 pixels, as shown above. Without deselecting, option-delete (this fills the feathered selection with the foreground color, black in this case), then deselect. Select the black type with the magic wand again, and delete (which fills the feathered selection with the background color, white in this case).





The original art (shown left) was opened in Photoshop, cropped, changed to grayscale, then saved as EPS, so that it could be placed in Illustrator. Our designer drew ovals in Illustrator (shown below left), closely following the curves in the original art, then filled two with gray and one with white. The ovals were sent behind the art, our designer drew a large black-filled box and a smaller gray-filled box, and sent both to the back. Then the ovals were cropped at the edge of the ad.

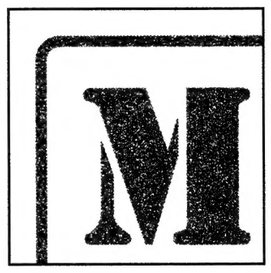
Fun food creates a border for the ad, shown right. Food items were duplicated, reflected, rotated and repositioned, then a ruled box filled with white was placed on top of the art to create area for copy.



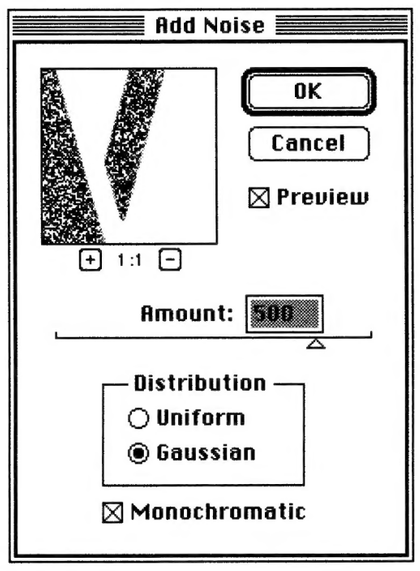
Customize headlines to add interest to art

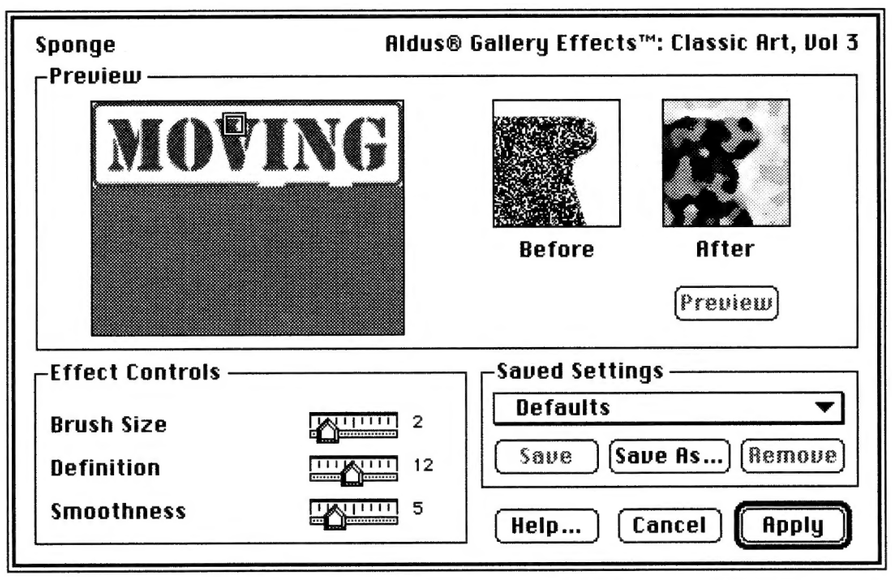
Invest a little extra time and effort in your headlines and you'll get great results. The original "Moving Sale" type (shown right) created for the ad on page 1, looks fine. But our designer wanted the type to really tie in with the art, so she made "Moving" and its border look as though they had been stamped on a packing box then she rotated the type for a dynamic look. See the examples shown below for more ideas on customizing type.

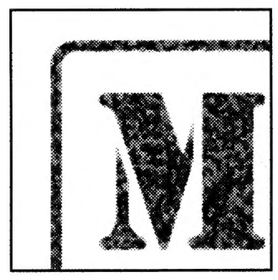
1 *To create this headline: In Illustrator, create the rounded-corner border, set "Moving" in Stencil D, then "Sale" in Mistral, and horizontally scale 140%. Copy and paste "Sale" to a new file (since we only want to add texture to "Moving" and the border).*



2 *Open the type and border in Photoshop, change the mode to Grayscale, and select all the black areas with the magic wand (use Select, Similar), then add noise. Set Add Noise amount to 500 and set Distribution to Gaussian. (Select Preview to see the changes.) Then, apply the Blur filter.*

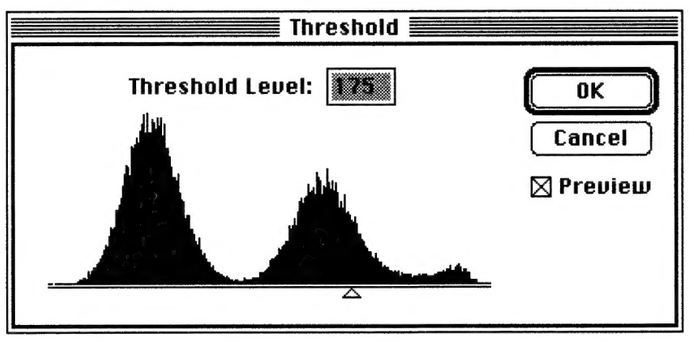






3 *Apply the Sponge filter from Gallery Effects Classic Art, Vol. 3. Set size to 2, definition to 12, and smoothness to 5. This will give you larger gray "sponged" areas in the headline (above, left).*

4 *Choose Image, Map, Threshold. (Threshold allows you to change grayscale or color images to black and white images, without converting the file into a bitmap.) Select Preview to see the changes as they occur.*



5 *Now change the mode to Bitmap in order to make all the white areas in the background transparent. Place the type in the Illustrator file, add the "Sale" type created earlier, rotate, and position on your texture.*

Three more examples of customized type (above) were created in Illustrator. For the first example, "Picnic" was converted to outlines, then filled with the Table Cloth pattern, altered by our designer. The chrome effect in the second headline was achieved with an angled grad created by our designer. A graduated shadow was added to the base of the "chrome" letters. For the last example, the type was duplicated twice, each copy slightly offset from the original. The original type is white, the second (middle) copy is black, and the third (top) copy is gray.

Type Talk: How to add emphasis

Green Light

Though these techniques still require a good eye

• **Bold type.** One of the best ways to add emphasis.

• **White space.** White space is inviting and can provide a "frame" for type. Too much white space, however, can make type look like it's not connected to the rest of the layout, and can confuse the reader.

• **Larger type.** A word or words set in a larger point size in the middle of a headline really grabs the reader's eye.

Yellow Light

Use these techniques with caution

• **Italic or oblique type.** Can be hard to read, especially in large text blocks.

• **Mixed typefaces.** Can be very effective, but requires a good eye. Best not to mix two similar faces, like Stone Informal and Stone Serif, or Avant Garde and Helvetica—the faces don't have enough contrast to provide emphasis.

• **Display typefaces used as text.** Some faces just don't work at text sizes.

• **Screens behind type.** Watch legibility. Also watch how this effects the balance of the design.

• **Reversed type.** Large areas of reversed copy are difficult to read. Thin serifs may fill in.

• **Boxes.** Use sparingly — more than two or three per layout and the reader can't tell where to look.

• **Gray type.** Watch legibility, especially at small sizes. Rarely a good idea for large text blocks.

• **Color type.** Do you want *that* much emphasis? If it's the *only* color element in the layout, it's the only thing the reader will see. Another potential problem: Small type in process color can be a real registration nightmare.

Red Light

Of course, rules are meant to be broken

• **Underlined type.** Underlining is for typewriters, not for professionally set text.

• **All caps.** Looks like typewriter type. May stand out too much. Try small caps instead.

• **Outlined or shadowed text.** A bad flashback to the early days of desktop publishing.

Welcome to Electronic Print Media Service! Here's how to get the most out of your art.

Numbering Conventions

Each image is identified by a number: for example, 001A0195.TIF.

• 001A0195.TIF: The first 3 digits identify the number of each image on your CD.

• 001A0195.TIF: The letter shows image type:

A: small-space ad: 1- or 2-column (2 1/16" or 4 1/4") layout including art, border and headline.

F: freestanding art: an illustration or heading. Freestanding art varies in size.

S: small TIFF ready-to-go ad at 2 columns (4 1/4") wide.

L: large TIFF ready-to-go ad at 4 columns (8 5/8") wide.

G: EPS ready-to-go ad at 3 columns (6 7/16") wide.

P: grayscale photograph.

C: color image. TIFF color images are provided in two sizes (8" high and 13" high) and may be modified in a paint or photo retouch program; EPS images are 8" high and may be modified in a draw program.
PC users: Color images are provided in RGB mode.
Macintosh users: Color images are provided in CMYK mode in two formats: TIFF and EPS Desktop Color Separations. When you place the separations in a page layout program, you will see five files included in one folder (a linking file and 4 color plates). Place the first file; it links to the color plates when you print. You need all five files to print the image .

D: duotone in two sizes, 8" high and 13" high. A grayscale version 6" high is also provided with a letter P.

T: tab cover. EPS tab covers are 8" high; TIFF tab covers are 8" high and 13" high.

• 001A0195.TIF: These digits identify the month and year of the issue.

• 001A0195.TIF: These letters indicate the file type: TIFF or EPS.

EPS (Encapsulated PostScript®) art is resolution independent: Resolution is determined by your PostScript output device. Reducing or enlarging an EPS image does not affect quality.

TIFF (Tagged Image File Format) art is bitmapped, and resolution affects quality. Grayscale and color TIFFs are provided at 170 dpi. Black and white TIFFs require higher resolution for quality reproduction, so they are provided at 300 dpi. Enlarging a TIFF image lowers its resolution; reducing it increases its resolution.

FASHION FORECAST '95

Sunday, April 16, 1995

Check out the latest looks for spring from the hottest designers

A Supplement to The Daily Times

It's a Breeze

Whether you need a loan for home improvements, a vacation, or a new car, it's never been easier to get the money you need at a super low interest rate of **6.8%**

Harrison Credit Union

555-9933

Regular maintenance keeps your car running smoothly *and* helps head off those costly repair bills. Take advantage of this special

Oil Change w/ACE oil and filter for **$20**

A Smart Decision

Westley Automotive

555-8834 • Offer good thru 4/30/95

5909 N. Cypress Dr.

A SHOWER OF SAVINGS

This Saturday only, take from **10–20% off** all outerwear prices. Save on all in-stock RainShy boots – take **25–30% off** the regular price. Plus, keep the entire family dry with RainShy slickers, now priced at **30–40% off**.

Bergan Sax

Located in Evergreen Mall

MODERNIZE

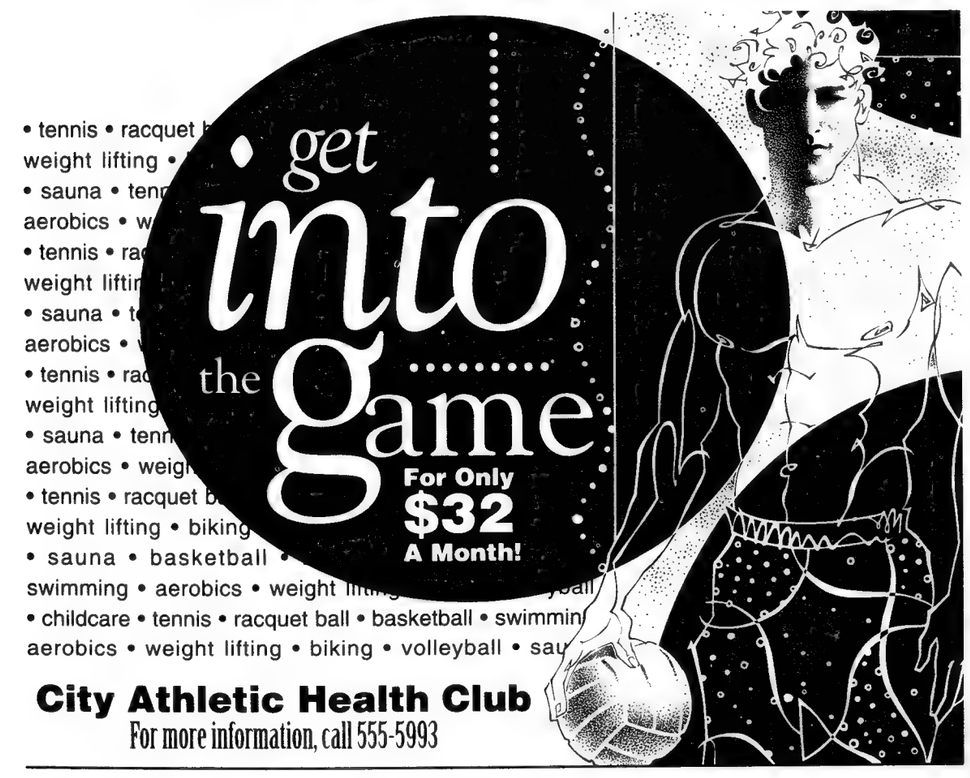
If your home's decor is in need of updating, then give our interior design experts a call for a consultation.

- **Draperies & Blinds**
- **Floor Coverings**
- **Wall Coverings**
- **Upholstery**

BESSLER INTERIORS

290 E. Hill • 555-8665

HOT DEALS COOL SAVINGS



get into the game

For Only **$32** A Month!

• tennis • racquet b
weight lifting • b
• sauna • tenn
aerobics • w
• tennis • rac
weight liftin
• sauna • t
aerobics •
• tennis • rac
weight lifting
• sauna • tenn
aerobics • weigh
• tennis • racquet b
weight lifting • biking
• sauna • basketball •
swimming • aerobics • weight
• childcare • tennis • racquet ball • basketball • swimmin
aerobics • weight lifting • biking • volleyball • sau

City Athletic Health Club

For more information, call 555-5993

CLASSIC GOOD LOOKS

Handsome man art cropped close, rotated, and combined with classic column from Mar. 92 *Clipper,* marble texture from July 94 *Clipper*, and headline set on circle to create eye-catching clothing store ad.

DROP-IN

Summer drop-in, right, features figure lifted from art, cropped, rotated slightly, then positioned so hair overlaps border.

Column Mar. 92 Clipper Texture July 94 Clipper

Save 10% on Selected Suits

Save 40% on Selected Sweaters

Save 20% on Selected Silk Ties

Save 30% on Selected Jackets

Save 10% on Selected Shoes

SAVE ON THE CLASSICS

Saturday, April 15, only

Save 10% on Socks

Save 10% on Shirts

Save 10% on Ties

Geofrey Clothiers

• 8467 Wilshire Blvd.

555-5665

Store Hours:
Mon.–Fri., 10–9
Sat., 10–5,
Closed Sun.

The Best 4 LESS

Come See For Yourself!

OAK BROOK MALL

For Your Lifestyle

Take a fabulous island vacation that combines elegance with excitement!

These low package prices make taking a great vacation more affordable than ever. Experience beautiful beaches, water skiing, scuba diving, and golfing at these tropical destinations.

St. Lucia	Jamaica	Bahama
$799	**$899**	**$999**
Price includes airfare, transfers, hotel, gratuities!*	Price includes airfare, transfers, hotel, gratuities!*	Price includes airfare, transfers, hotel, gratuities!*

White Sands Travel Agency

*Prices are per person, seven-night stay.
For reservations, call **555-9321** today!

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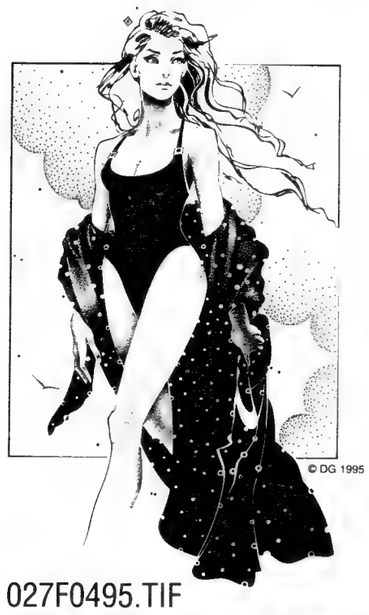

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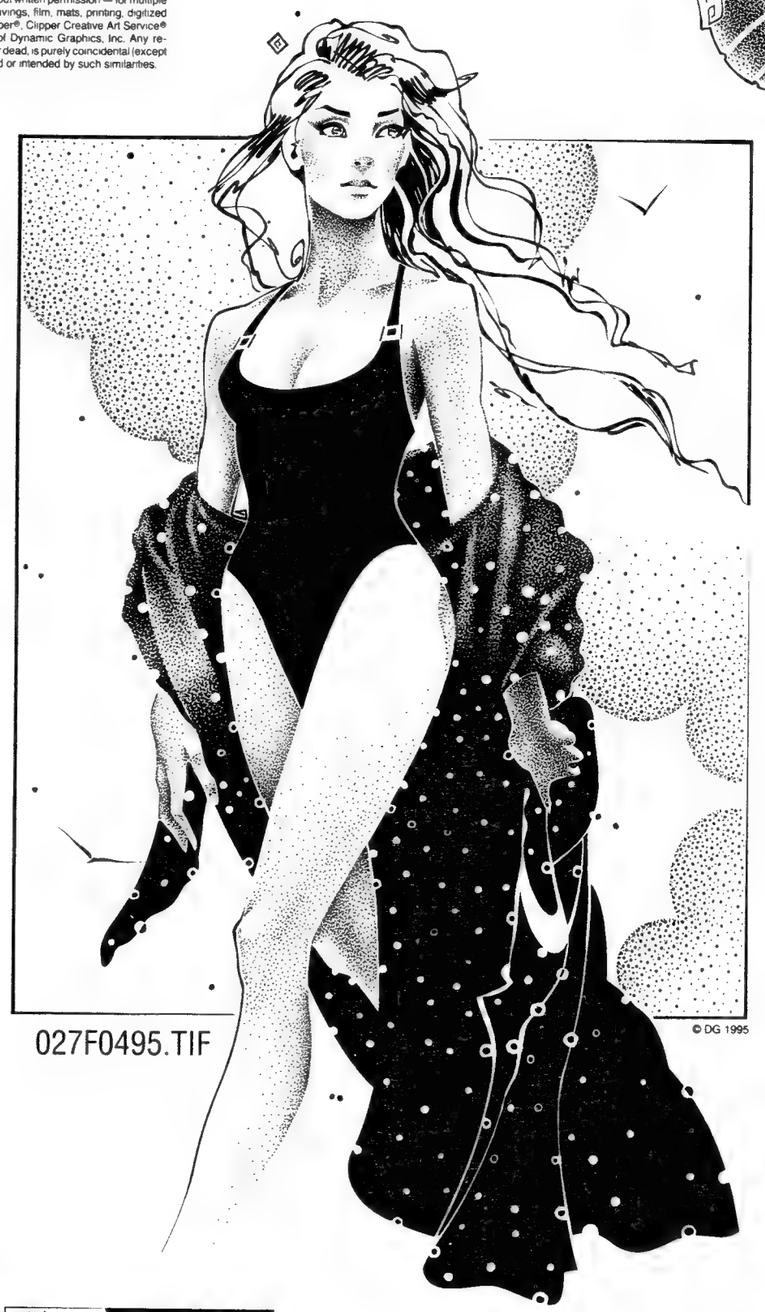

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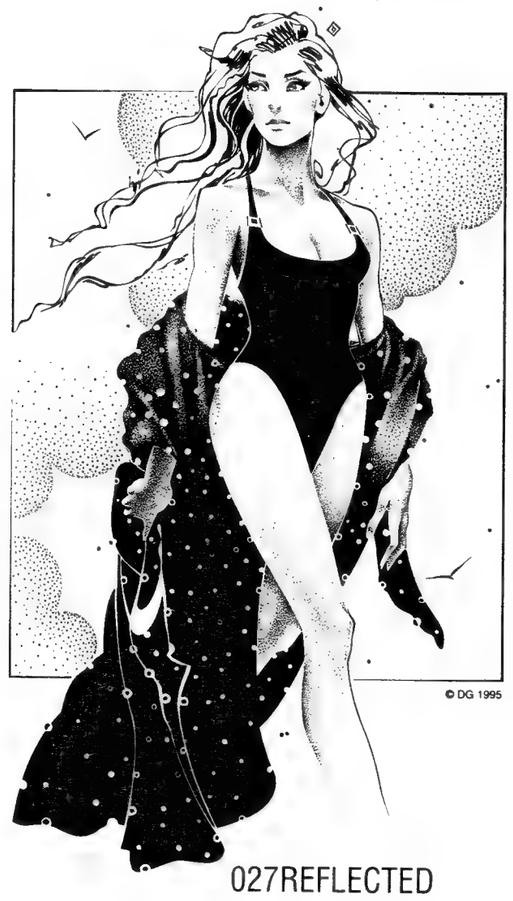

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ART on DEMAND

Art on Demand is a subscriber-only service that gives you fast access to thousands of high-quality illustrations in Dynamic Graphics' vast art library. To order, call 800. 255. 8800, ext. 129.

Note: Numbers identify images for Electronic PMS subscribers.

CLIP & SAVE
Sale Days

Prices good April 10th thru 15th

Say good-bye to high prices and hello to super coupon savings!

Johnston Food Basket
4356 North Main and
7896 West Harmon Highway

Headline Apr. 86 Print Media Service

"Sale Days" Aug. 89 Print Media Service

"Sale Days" Aug. 89 Print Media Service

Coming your way...

CLIP & SAVE
Sale Days

Watch for our supplement in the Monday, April 10th issue of The Daily Times. It's got page after page of money-saving coupons!

Johnston Food Basket
4356 North Main • 7896 West Harmon Highway • Open 24 hours

◀ Balloons and streamers link grocery store supplement cover, left, and teaser ad, above. ▲

Headline Apr. 86 Print Media Service

Here's Great News!

Now, when you shop with us, say "Charge it!" You can pay for your groceries with your Pisa, Charge Express, or Connoisseur Club card.

Johnston Food Basket
4356 North Main • 7896 West Harmon Highway

Headline May 90 Clipper Stars Dec. 94 Print Media Service

CHECK This Out!

Every Monday Is Double Coupon Day! Bring In Any Manufacturer's Coupon And We'll Double The Value Up to $1! See Store For Details.

Johnston Food Basket
4356 North Main • 7896 West Harmon Highway • Free Parking

In-Store Video Rentals & Sales

Groceries Are Bagged And Taken To Your Car

Delicious Baked Goods And Custom Cakes From The Bakery

Serving You Comes First At Johnston!

We Sell Postage Stamps

Low Prices & Great Service, Guaranteed

Delicious Deli Trays Make It Easy To Throw A Party!

Fresh Floral Designs & Live Plants From The Floral Shop

Johnston Food Basket
4356 North Main and
7896 West Harmon Highway

Special Grocery Store Campaign!

All the pieces you need for a grocery campaign are included on this page. Combine them to create eye-catching ads!

Headline May 90 Print Media Service

ANNOUNCING!

Del Mar Canned Vegetables
CASE SALE
$4.95
Ass't. Varieties

Johnston Food Basket
4356 North Main
7896 West Harmon Highway

Celebration Of Savings!

These Prices Good April 3rd Thru 8th

1/2 Gallon Dairy Farm
2% Milk 99¢

USDA Lean
Center-Cut Pork Chops $1.99 LB.

"Stock up on these super values!"

Discover aisle after aisle lined with great grocery bargains!

40 oz. can Orchard Grove Apple Juice	$1.29
16 oz. can Del Mar Green Beans	39¢
16 oz. can Orchard Grove Pear Halves	79¢
12 oz. can Homestyle Tomato Soup	39¢
16 oz. loaf Baker's Best White Bread	$1.19
24 oz. bag Crispee Potato Chips	99¢
8 oz. box Deluxe Gourmet Cake Mix	69¢
24 oz. bottle Purist Corn Oil	$1.39
20 oz. jar Orchard Grove Grape Jam	99¢
18 oz. box Grainery Granola	$2.39
12 oz. can Fruitee Lemonade	79¢

Value Pak
Chicken 39¢ lb.

Golden Ripe
Bananas 49¢ lb.

"I'll carry your bags to your car!"

COUPON
Ass't. Varieties B-Fresh
Ice Cream $1.19 ½ gal.
Good April 3–8, 1995
Johnston

COUPON
Fully Cooked, Whole
Boneless Ham $1.59 lb.
Good April 3–8, 1995
Johnston

COUPON
Ass't. Varieties Snafu
Spaghetti Sauce $1.59 28 oz. jar
Good April 3–8, 1995
Johnston

Johnston Food Basket
4356 North Main • 7896 West Harmon Highway • Free Parking

At Your Service...

People who appreciate personal service are the ones who keep shopping with us year after year.

4356 N. Main & 7896 West Harmon Highway

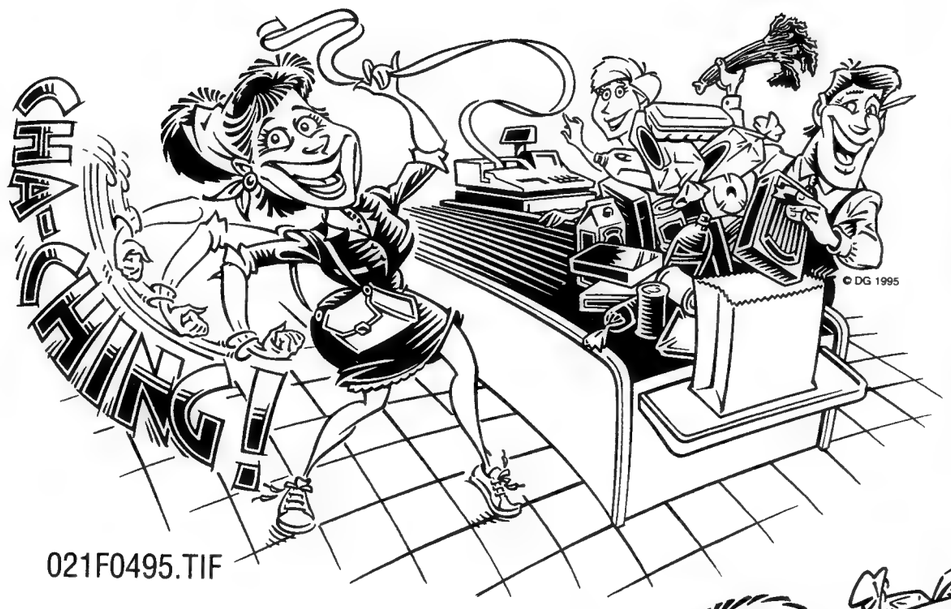
Headline in banner Jan. 89 Print Media Service

STOCK-UP SALE

BUY ONE, GET ONE FREE!

Now is the time to buy the basics and save. Everything from canned fruits and vegetables to detergents and household cleaners are included in this special sale!

Johnston Food Basket
4356 North Main • 7896 West Harmon Highway • Free Parking



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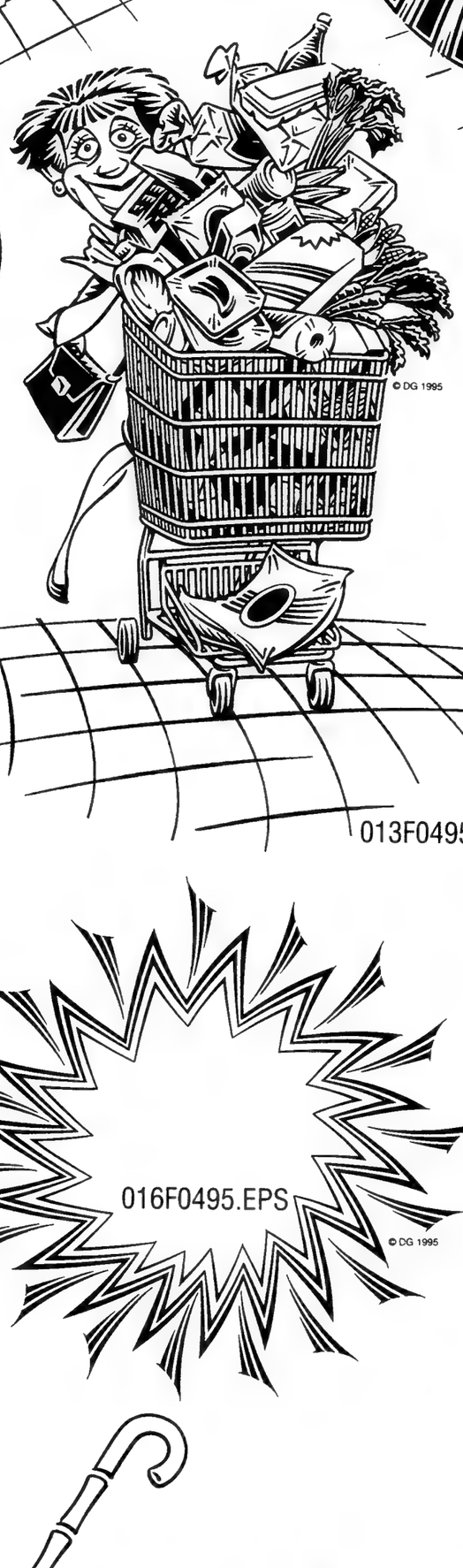

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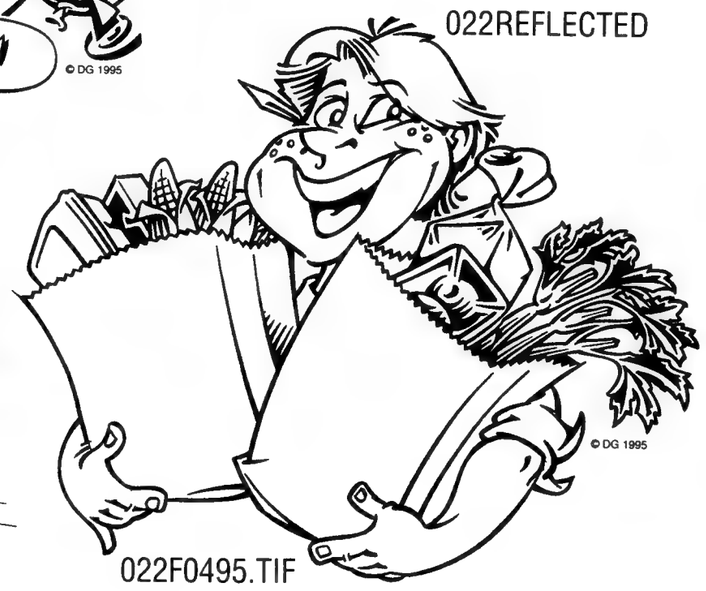

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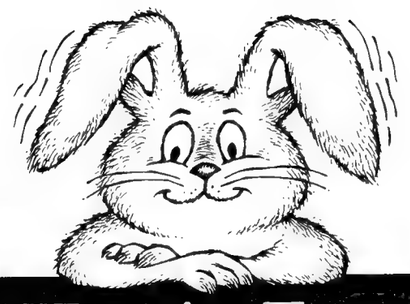
Note: Numbers identify images for Electronic PMS subscribers.

Guess Who's Hopping Into Town?

Pictures with the Easter Bunny

April 1st through 8th
10 a.m.–8 p.m.
1st Floor • Pictures: $5 each

❖Bergan Sax Cooperstown Mall M–S 10–9, Sun. 11–6



He's All Ears

Meet the Easter Bunny & ride the train

April 1st thru 8th • 10 a.m.–8 p.m. • 1st Floor • Train Rides: $3

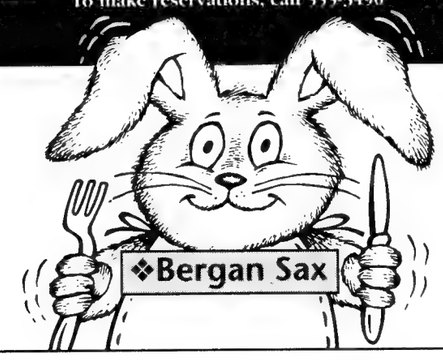
Cooperstown Mall ❖Bergan Sax M–S 10–9, Sun. 11–6

Sorry, No Carrots

Just breakfast with the Easter Bunny!

Saturday, April 1st • 10 a.m. • $4 per person

To make reservations, call 555-3490



Confetti Oct. 92 Clipper

Take Your PICK

Save an extra 10% on any sale-priced shoe through Saturday

Pam
Leather Oxford
$39.99

S-Kiss
Canvas Sneakers
$23.99

Kad.
Leather Walkabout
$49.99

THE SHOE FACTORY
Lincoln Plaza

Easter SPECIAL

Watch for them in the mail

Background May 93 Clipper

Supplement To The Argus, Sunday, April 2, 1995

Easter FESTIVAL of Savings

- Save 10 to 30% through this Saturday
- Price reductions on clothes, shoes, accessories, outerwear, and more!

Nanking

Headline Apr. 93 Print Media Service

Everybunny Loves a Bargain!

Get our Big Three Deal!

During April, get a three-line classified ad for three days for only $3.00

Call today!
555-9000

DAILY CLASSIFIEDS

SHOP & SAVE NOW

These super savings last thru this Saturday

Seedless Grapes	$.79 LB.
Frozen Orange Juice	$.99
Broccoli	$.89 LB.
1 gal. 2% Milk	$1.79
Vanilla Cookies	$.99
Tomato Juice	$.69
Ramen Noodles	$.25
Macaroni	$.79

5th Street Market
1411 S. Fifth St.
Open 24 Hours Daily

MIDNIGHT Madness

We're open 'til midnight this Friday for one CRAZY sale!

MEGABUCKS VHS Camcorder	NOW $349.97	was $499.97
TASHYKA 23-inch color TV	NOW $479.97	was $579.97
SOUNDZ Deluxe CD System	NOW $539.97	was $649.97
MEGABUCKS VCR w/Remote	NOW	$399.97
TASHYKA Laptop PC	NOW	$799.97

Store hours: M–S 9 a.m.–9 p.m., Sun. 10 a.m.–5 p.m.

BETTER BUY
Northmoore Shopping Plaza

The Hunt Is On

FOR TODAY'S LATEST FASHIONS

Bring in this ad and receive 10% off any purchase!

During April, save 10% on the purchase of one item at any participating mall retailer.

Courtesy of Riverview Mall Merchants

RIVERVIEW MALL
Rt. 67 and Lincoln Highway

An "Eggstra" Special Invitation...

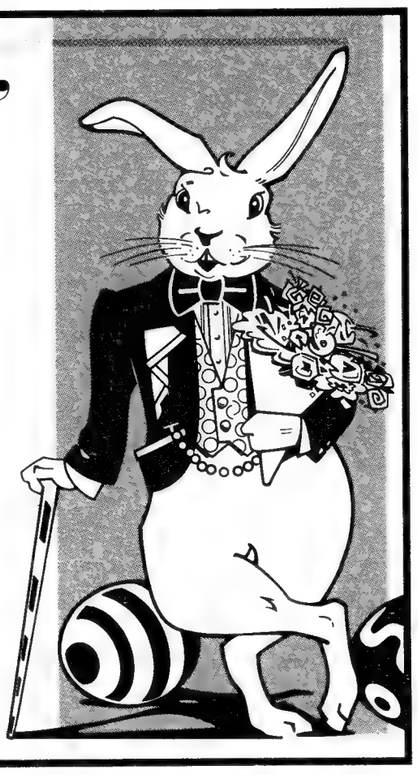
...For Easter Brunch

Enjoy all of your Easter favorites! The menu includes omelets, fruit-filled crepes, honey-glazed ham, candied yams, au gratin potatoes, steamed vegetables, salad bar, dessert bar, and beverage.

Adults $10.99 • Children $8.99

Children five and under eat FREE • Reservations required

The Lakeside Lodge
311 Fairway Avenue • 555-3935



Headline Apr. 92 Print Media Service

HOP TO IT!

FREE
Movie rental* when you rent two Veda games
***Doesn't include Top 10 video selections.**

"We're Your Video Store"

Taxi Video
5106 North Sheridan

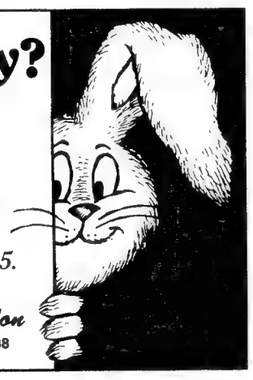
Bad "Hare" Day?

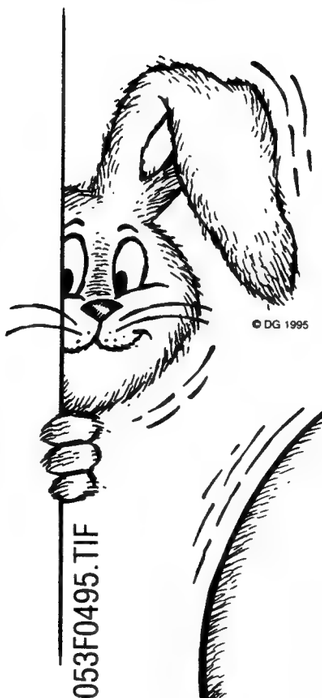
Get a new hairstyle and save during April!

10% OFF

All perms and haircuts thru 4/30/95.

Images and Reflections Salon
4161 Hamilton • Walk-ins welcome • 555-2838





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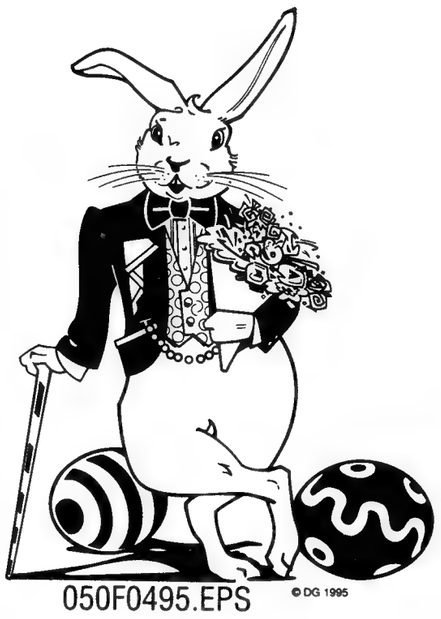

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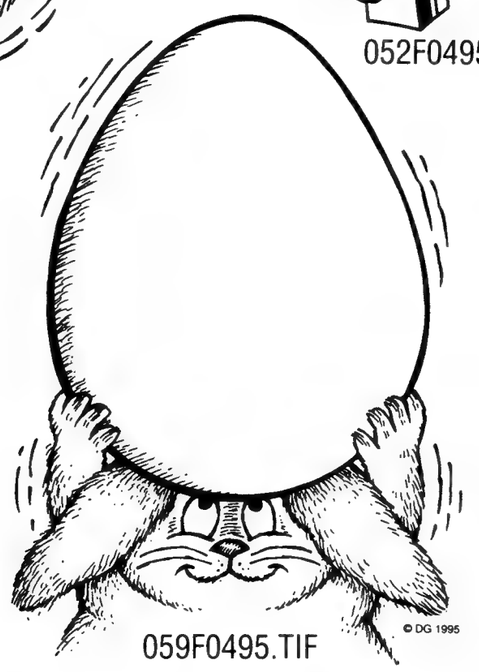

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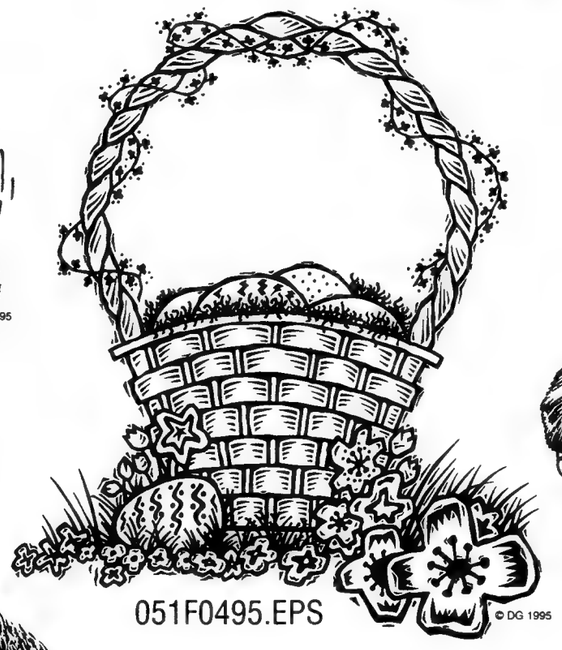

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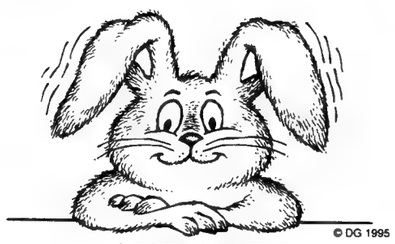

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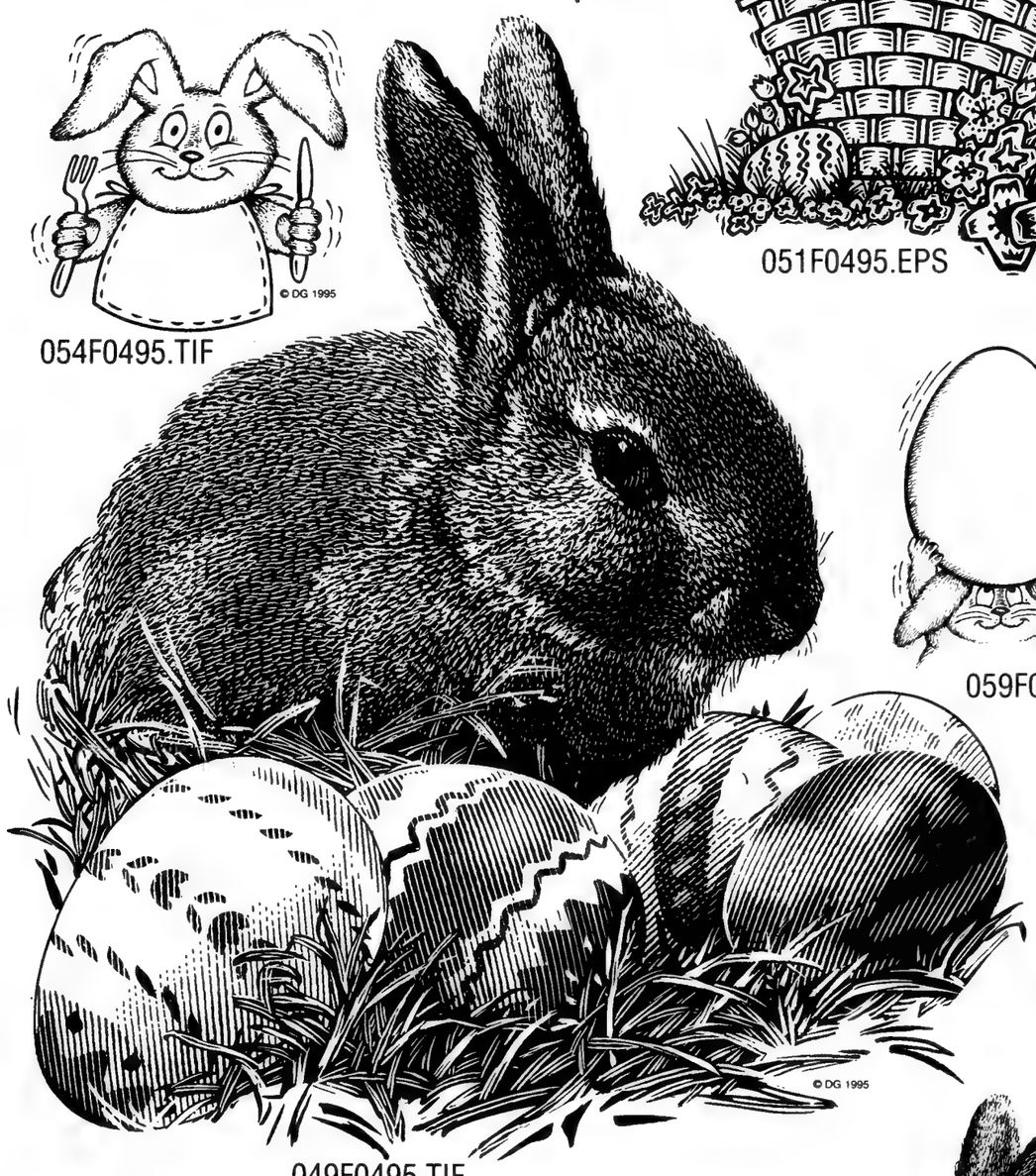

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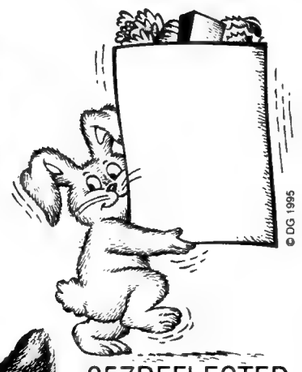

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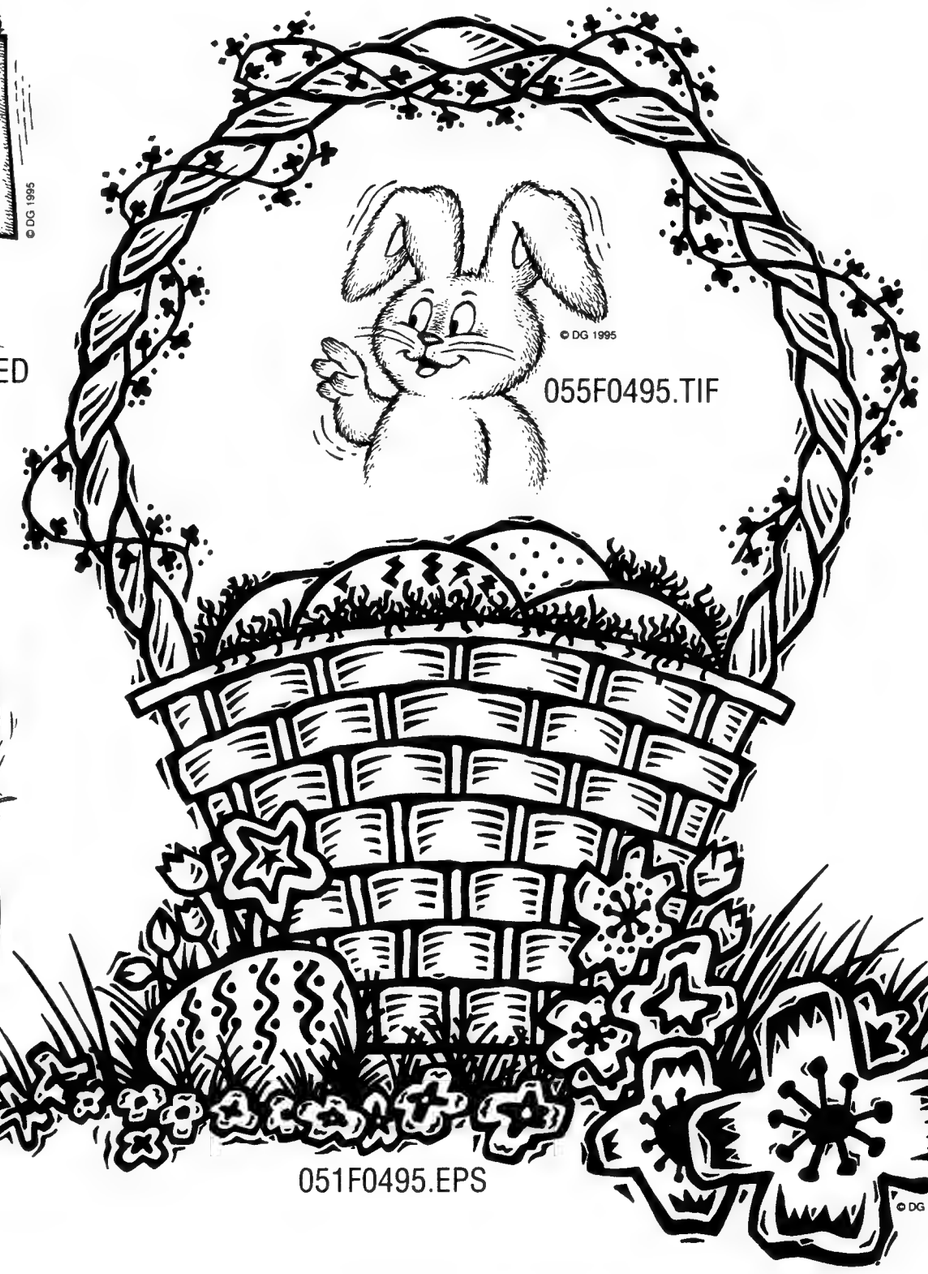

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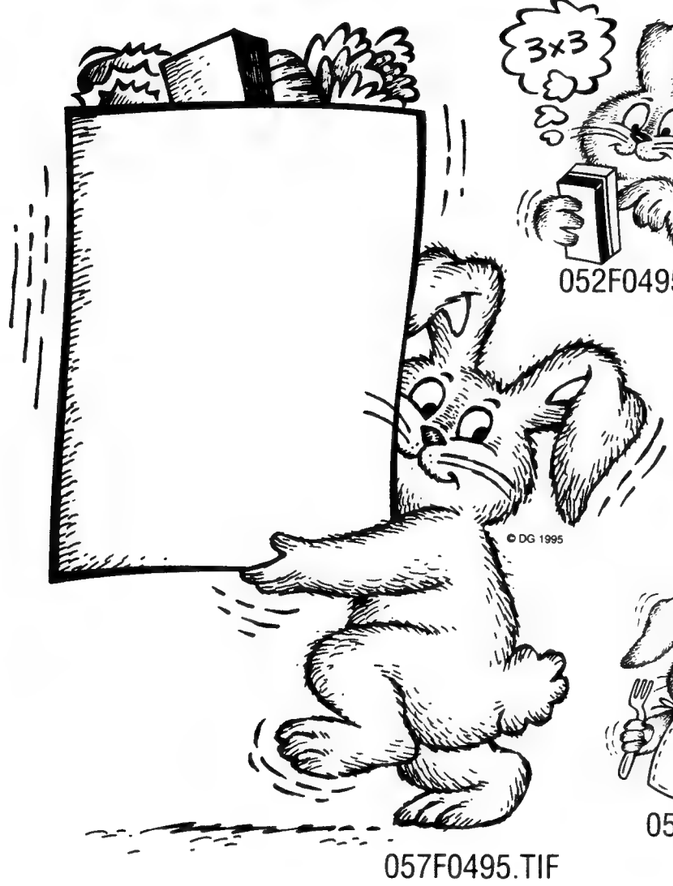

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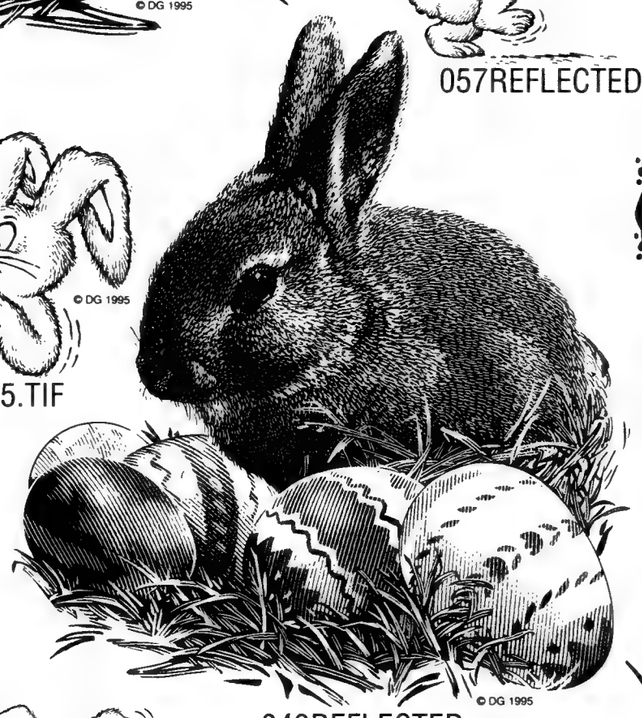

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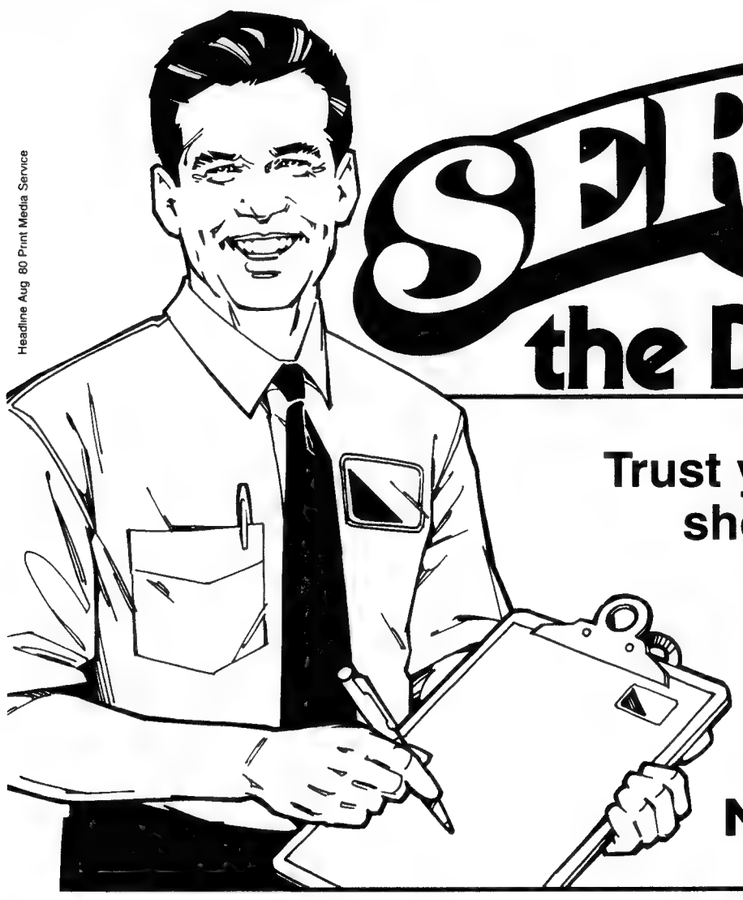
Headline Aug 80 Print Media Service

SERVICE Makes the Difference!



Trust your car to the repair shop more people trust

Before we make any repairs, you get a complete written estimate. And we make no repairs without your permission.

• Alignment • Tune-Ups • Carburetors
• Mufflers • Exhaust Systems • Brakes
• Shocks • Tires • Body Work • Paint

Mid-Town Auto Repair
North Frankfort Road at Illinois 57 • Call 555-9090

COUPON

A CLEAN CAR

IS A HAPPY CAR!

$2 Off Your Next Car Wash With Coupon

Acme Car Wash
8567 South Fifth Street

"Sale" Apr. 86 Print Media Service

STOREWIDE ELECTRONICS Sale

SAVE UP TO 50%

on stereos, rack systems, TVs, VCRs, camcorders, and more thru this Saturday!

CIRCUIT CENTRAL
2860 Market • M–S 10–9

Headline Aug. 87 Print Media Service

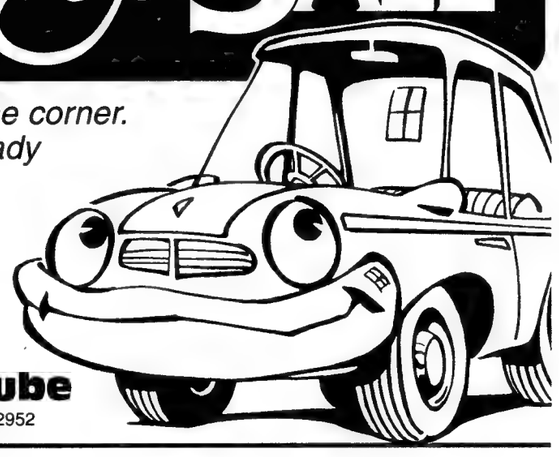
Make the Smart Move!

You've really done your homework, and you're confident about your ability to find just the right car to suit all your needs. It's your choice. Tell us what you're looking for, and we'll help you find it.

Premier Auto Sales
4567 West Lincoln

Headline Aug 92 Print Media Service

Get Up AND Go SALE



Summer is just around the corner. Make sure your car is ready for it with this special!

LUBE, OIL, & FILTER CHANGE, & 10-POINT SAFETY CHECK $21.95

Winston Kwick Lube
2456 N. Washington • Open Saturday • 555-2952

Give Me Shelter!

Protect your car from the elements with a new garage. During April, save 10% on any of our pre-fabricated, quality garage designs.

Econo Builders
555-9090
9675 North Chester

Headline Sept. 89 Print Media Service

TUNE UP AND SAVE!

Tune up your engine with quality Ducco parts! During the month of April, save 15% on all in-stock Ducco parts. Does not include special orders.

ACE AUTO SUPPLY
1256 N. Adams • 555-3833

Does Your Car

WHINE

When You Start It Up?

You deserve some peace and quiet!

Our repair technicians use the latest diagnostic equipment to uncover your engine's problems. Then, they make repairs *only* with your permission.

Mid-Town Auto Repair
North Frankfort Road at Illinois 57 • Call 555-9090

MARKDOWN Madness

Save Up To 75% At Our Inventory Reduction Sale!

To make room for the new summer merchandise, we've drastically cut prices on our entire inventory of quality men's fashions.

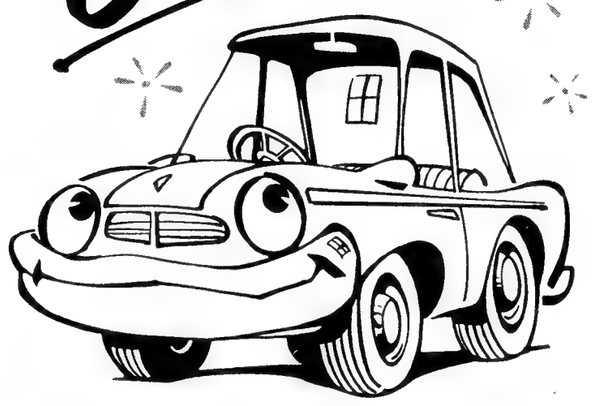
Suits . . $109 to $349
Blazers . $99 to $209
Slacks . . $39 to $89
Shirts . . $9 to $39
Ties . . . $7 to $32

Sale Includes All Big & Tall Apparel

Randolph Fashions
5093 S. Wickwire Pkwy. • Open M–S 10–9

Graphic embellishments Dec. 94 Print Media Service — Headline Oct. 85 Clipper

Looking Good!



Spruce Up Your Car For Spring And Save Up To 50% With These Specials!

Get everything you need to give your car that professionally-cleaned shine and save! We carry polishes, chamois cloths, waxes, and more!

• Polishing compound • Paste wax • Chamois
• Tire cleaner • Bug Off • Tire brushes • Hoses
• Buckets • Polishing mitts • Chrome cleaner

Vidmar Variety
3476 Wentworth Dr. • Free Parking

Does Your Car

SQUEAL

At You When You Stop?

Brake repairs are our specialty!

We know you're busy, so we guarantee fast turnaround time. You get a complete written estimate, and we make no repairs without your permission.

Mid-Town Auto Repair
North Frankfort Road at Illinois 57 • Call 555-9090

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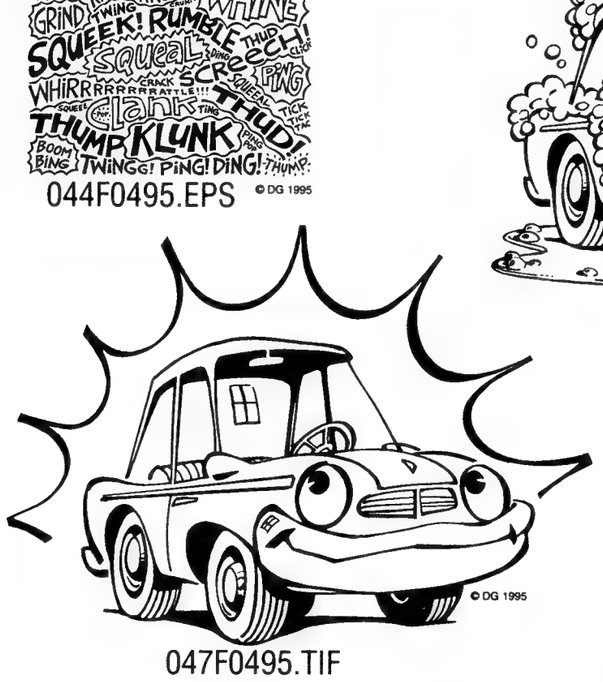

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Note: Numbers identify images for Electronic PMS subscribers.

satisfy
your appetite

Whether you're craving something deliciously decadent for your tummy *or* your wardrobe, you'll find a smorgasbord of fabulous merchandise here! Experience 30 gourmet and specialty shops in one convenient location.

THE METRA CENTER
4683 North Prospect Avenue
"The finest shopping in the city!"

spruce up
for spring

Whether you want to give your bedroom a new look, or get more storage from your closets, we've got everything you need to make great home improvements. Thirty specialty shops in one convenient location make it easy.

THE METRA CENTER
4683 North Prospect Avenue
"The finest shopping in the city!"

CLEAN SWEEP SALE

3 DAYS ONLY!
Thursday, April 20, thru
Saturday, April 22.
All clearance items now
50% off
Make sure to shop early for the best selection.

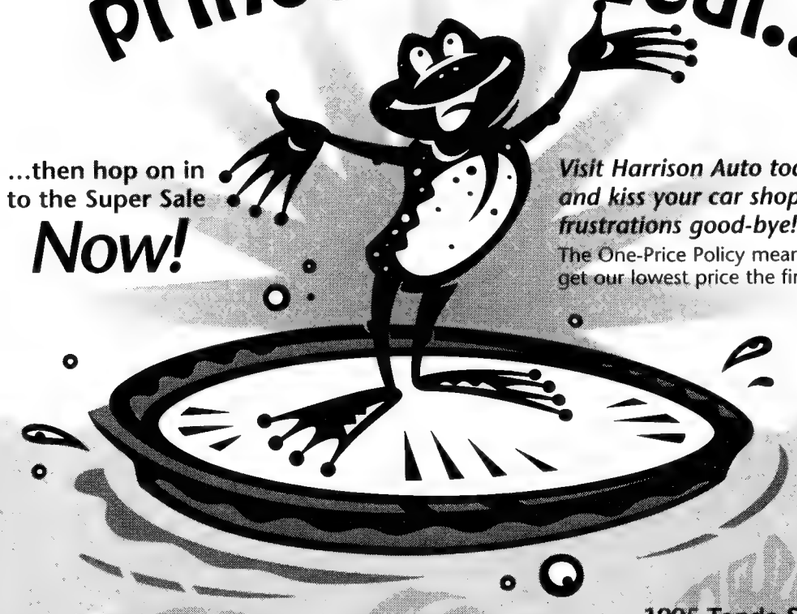
THE BOOK SHELF
3468 Elm • 555-7388
Open Mon.–Sat., 9–9

Are you looking for a special friend? Then try placing an ad in the Personals section. Get a three-line ad for one week for just **$5.99!**

Personal Connections
555-8377

Word balloons, thought bubble, burst. Aug. 92 Clipper

If you're looking for a prince of a deal...



...then hop on in to the Super Sale *Now!*

Visit Harrison Auto today and kiss your car shopping frustrations good-bye!
The One-Price Policy means you get our lowest price the first time.

1995 Montana Butte
Executive car, luxury sedan w/power group, moon roof, Kross sound system, remote entry system.
$16,970

1995 Gratton Deluxe
Two-door, low miles, power group, AC, AM/FM/cassette stereo, gets great gas mileage.
$9,990

1995 Tonda Sector
Fuel efficient, four-door wagon w/built-in child seats, AC, power group.
$8,650

1995 Piñata Pasa
Five-speed truck w/power steering and brakes, AC, AM/FM stereo w/cassette.
$10,850

1995 Forester Ridge
Family mini-van w/power steering and brakes, AC, luxury interior, low miles.
$12,975

1995 Venus DeMilo
Two-door, five-speed convertible w/power group, leather interior.
$15,975

1995 Crabbe Nebula
Four-door convertible sedan w/power steering and brakes, AC, white.
$12,950

3830 West Wicker Parkway Harrison Auto **Mon.–Sat. 8–9, Closed Sun.**

Small lily pad April 94 Print Media Service

Grass Jan. 92 Clipper

We're cutting our PRICES

Our everyday low prices have just been lowered by an additional 20%!

All Picture Frames ***now 20% off***
Ceramic Lamps ***now $15.99***
[illegible] Ranger Jea[illegible]
Flannel Jackets ***now $15.99–$19.99***
Women's Pumps ***now $12.99–$22.99***
Boys' Leather Jackets ***now 40% off***
All Children's Toys ***now 20% off***
Value-Save Detergent ***now $3.99***
Girls' Jana Sepa[illegible]tes ***now $10.9***

Border May 93 Clipper

NOW PLAYING

Bergens' Grand Opening Celebration
April 28th, 29th, & 30th

Celebrate the opening of our 50th store with some incredible savings! For three big days only, take an extra **15%** off the price of all non-sale merchandise. This offer excludes luggage and fine fragrances.

✻ Bergens • LAKELAND SHOPPING PLAZA

JOKER'S WILD sale

Get your home and yard ready for spring and save! Clip this "Wild Card" ad, bring it into our store, and take an additional

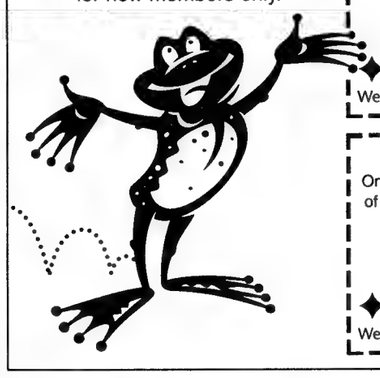
30%

off any regularly priced item. Does not include sale items.
(Sale ends April 30, 1995)

Handy Sam Hardware
547 Main • Mon.–Sat., 9–9

Spring into a new you!

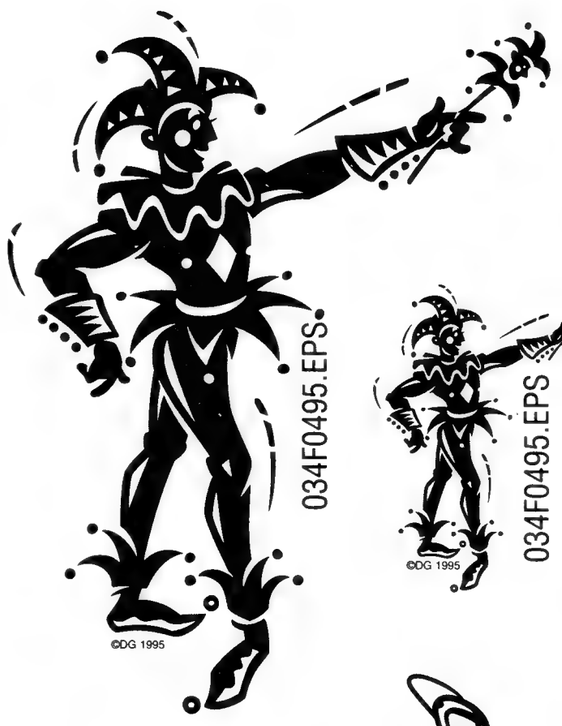
You and a friend can lose weight and feel great with our April Membership Special. Offer good for new members only.



APRIL SPECIAL
One membership and one week of meals, reg. $49.99, now only
$29.99
(Special ends 4/30/95)
✦ Fitness Plus
Weight Loss Centers • 555-7834

APRIL SPECIAL
One membership and one week of meals, reg. $49.99, now only
$29.99
(Special ends 4/30/95)
✦ Fitness Plus
Weight Loss Centers • 555-7834

Border June 94 Print Media Service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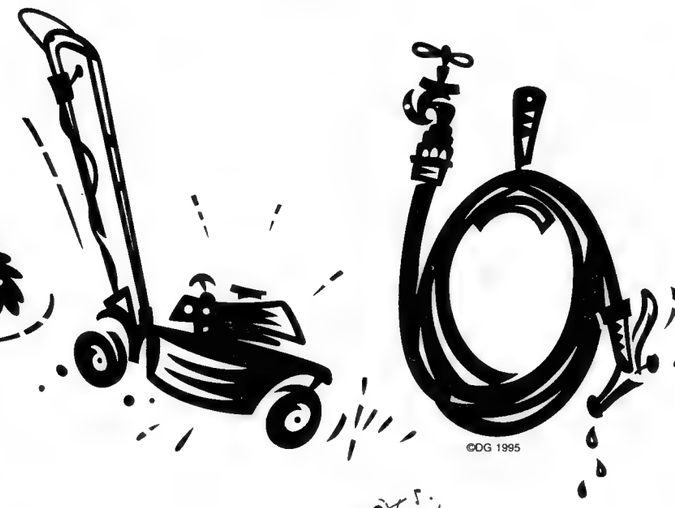

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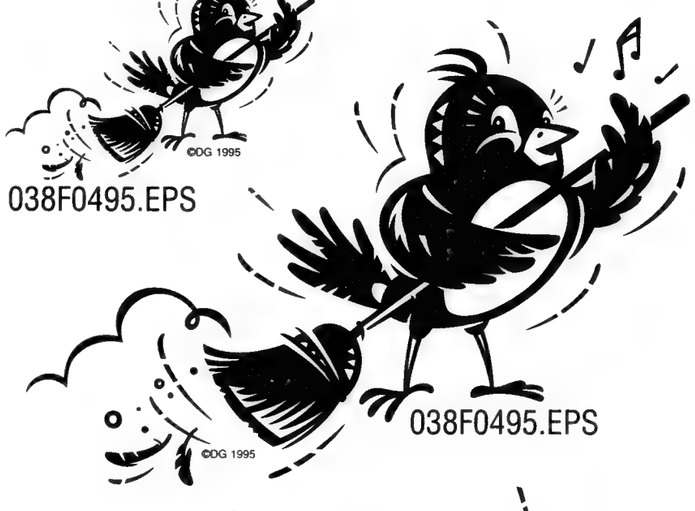
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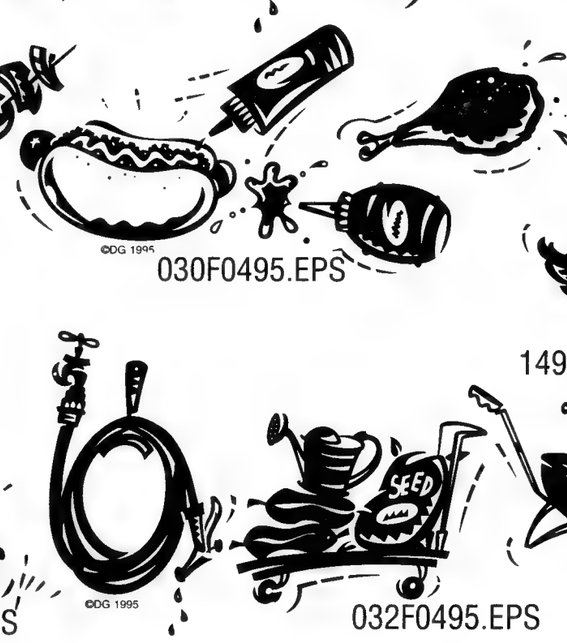
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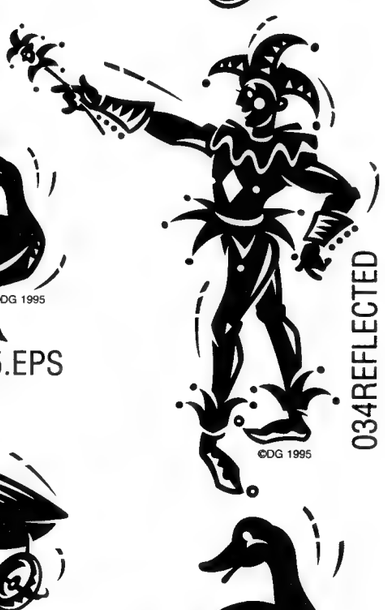
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EASTER SUNDAY SERVICES

I am the Life

Easter Sunday
Sunrise Service 6 a.m.
Sunday School 8 a.m.
Easter Service 10 a.m.

FIRST PRESBYTERIAN CHURCH
— 428 Pioneer Avenue —
Rev. Joseph Lee, Pastor

Headline Mar. 91 Print Media Service

Happy Easter

Easter Sunday:
6:00 a.m. Sunrise Service
8:00 a.m. Sunday School
9:00 & 10:30 a.m. Easter Services

First United Methodist
739 Vine Street
Rev. Walter Briggs

Likes Mar. 94 Print Media Service

A Time for Family

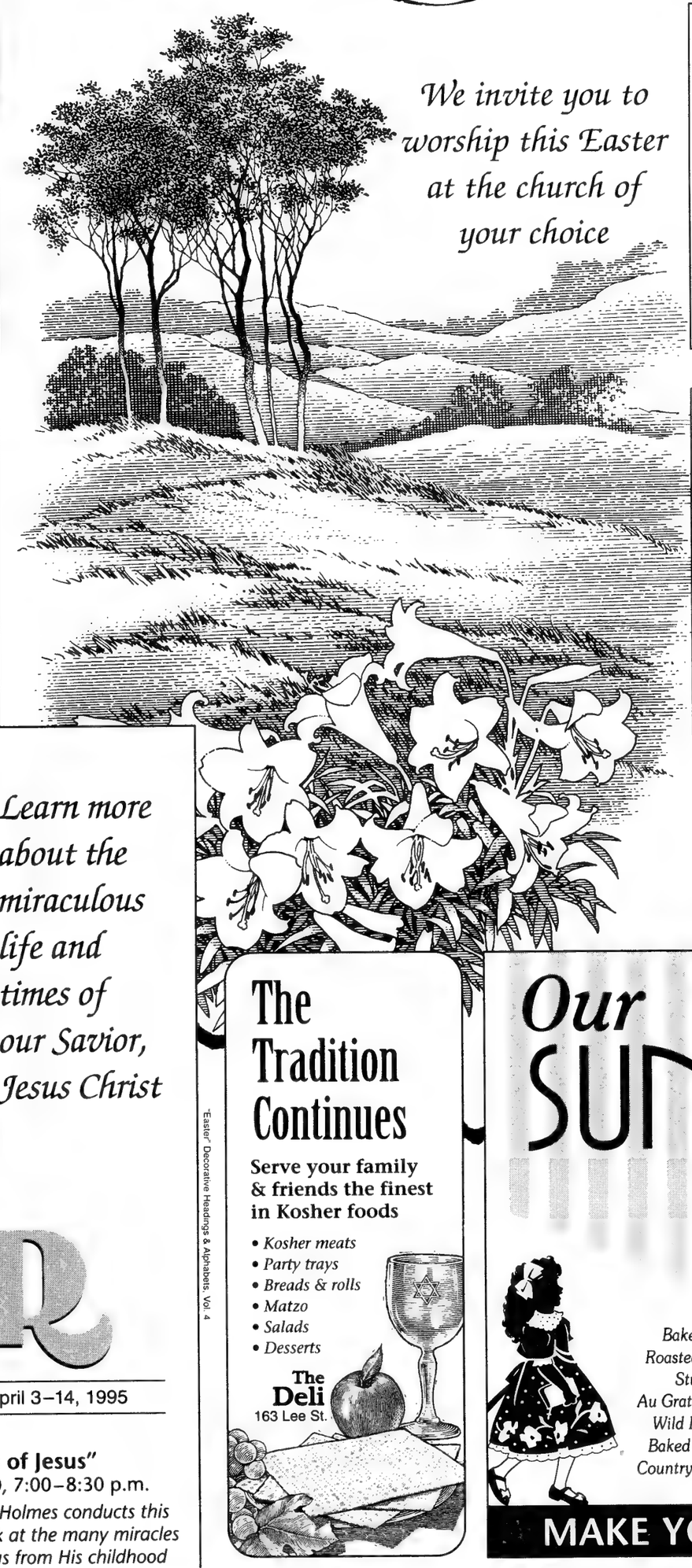
Sunrise Service–6:00 a.m.
Sunday School–9:00 a.m.
Easter Service–10:30 a.m.

Faith Bible Church

An Easter Celebration

Sunday School 9 a.m.
Easter Service 10 a.m.

Unity Christian Church
231 Gale



We invite you to worship this Easter at the church of your choice

Headline Mar. 91 Print Media Service

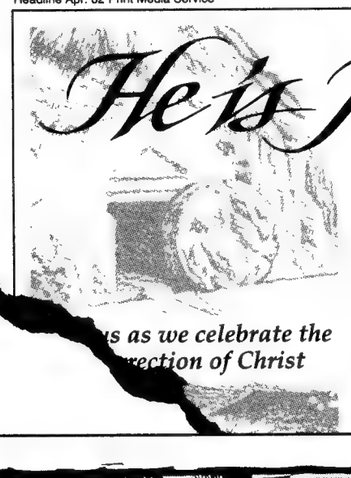
Rejoice in the Lord

Holy Thursday Mass – 7 p.m.
Good Friday Mass – 7 p.m.
Easter Masses – 6, 8, & 10 a.m.

✝ St. Anne's Catholic Church
6402 Apple Street

Headline Apr. 82 Print Media Service

He is Risen



...us as we celebrate the ...rrection of Christ

Early Service 8 a.m.
Sunday School 10 a.m.
Easter Service 11 a.m.

Trinity Lutheran Church
452 Starr St.
Rev. Patrick Scheirer, Pastor

Join us this Easter

All are welcome to join us in our worship celebration
Sunday School – 8:00 a.m.
Easter Service – 9:30 a.m.

First Baptist Church
456 Highland Ave.
Rev. Peter Dupre

Learn more about the miraculous life and times of our Savior, Jesus Christ

The Story of EASTER

A Gospel Lecture Series

April 3–14, 1995

"The Holy Land"
Monday, April 3, 7:00–8:30 p.m.
A fascinating discussion of the history of the Holy Land from the time of Jesus to today. Lecture conducted by noted biblical historian Dr. Marian Majorski.

"The Childhood of Jesus"
Wednesday, April 5, 7:00–8:30 p.m.
Biblical scholar Rev. Ann Thoroughgood attempts to piece together the portions of Jesus' life that are seemingly overlooked in the Bible.

"Jesus' Family Tree"
Friday, April 7, 7:00–8:30 p.m.
Genealogist Marvin Freeman traces the earthly lineage of Jesus' family from Mary and Joseph back through biblical history to Adam and Eve.

"The Miracles of Jesus"
Monday, April 10, 7:00–8:30 p.m.
The Rev. Wendell Holmes conducts this chronological look at the many miracles performed by Jesus from His childhood through His last days.

"Jesus' Sermons"
Wednesday, April 12, 7:00–8:30 p.m.
Father Daniel Herlihy discusses the inspiring sermons and parables used by Jesus to explain His mission on Earth, and to bring people to His Father.

"The Last Days of Jesus Christ"
Friday, April 14, 7:00–8:30 p.m.
The Rev. Amelia Ridings conducts this chronological look at Jesus' last days on Earth, from Palm Sunday through His Resurrection.

"Easter" Decorative Headings & Alphabets, Vol. 4

The Tradition Continues

Serve your family & friends the finest in Kosher foods

- *Kosher meats*
- *Party trays*
- *Breads & rolls*
- *Matzo*
- *Salads*
- *Desserts*

The Deli
163 Lee St.

"Sunrise Service" Jan. 94 Clipper

The Lord has died for our sins, and He is risen again. Let us rejoice and praise Him!

Sunrise Service
6:00 a.m.

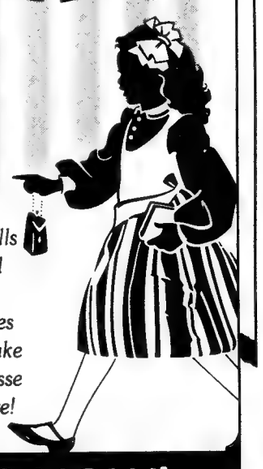
Our SUNDAY BEST

Come enjoy our Easter Brunch 11 a.m.–2 p.m.

Baked Ham
Roasted Chicken
Stuffing
Au Gratin Potatoes
Wild Rice Pilaf
Baked Potatoes
Country Vegetables

The Garden Café
555-3594

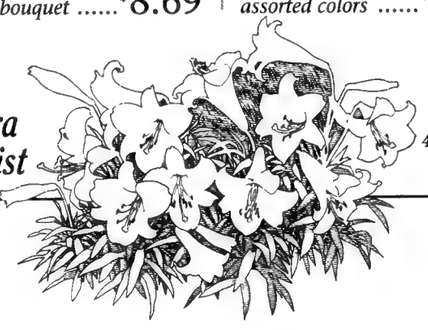
Homemade Rolls
Lettuce Salad
Pasta Salads
Homemade Pies
Black Forest Cake
Chocolate Mousse
and much more!



MAKE YOUR RESERVATIONS NOW!

Easter Flowers at Pretty Prices

Easter Lilies *w/6 in. pot* $10.99
Spring Flowers *mixed bouquet* $8.69
Corsages *boxed* $7.99
Tulip Bouquets *assorted colors* $8.39

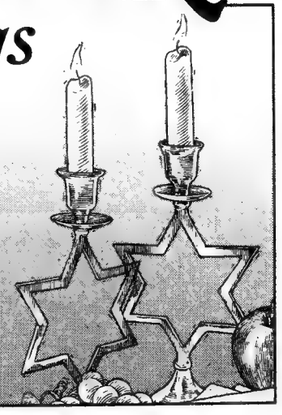


Metra Florist
431 S. Lake
555-3952

"Passover" Decorative Headings & Alphabets, Vol. 3

PASSOVER Greetings

Wishing you and your family a happy and blessed Passover



Citizen Bank
529 Main Street • 555-5400

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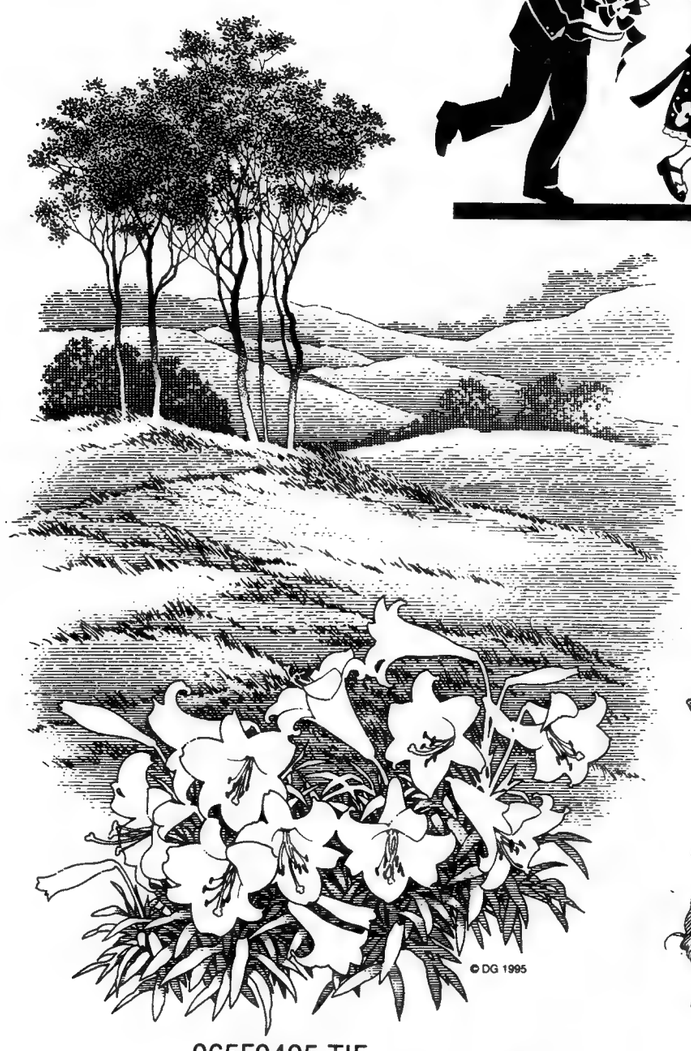

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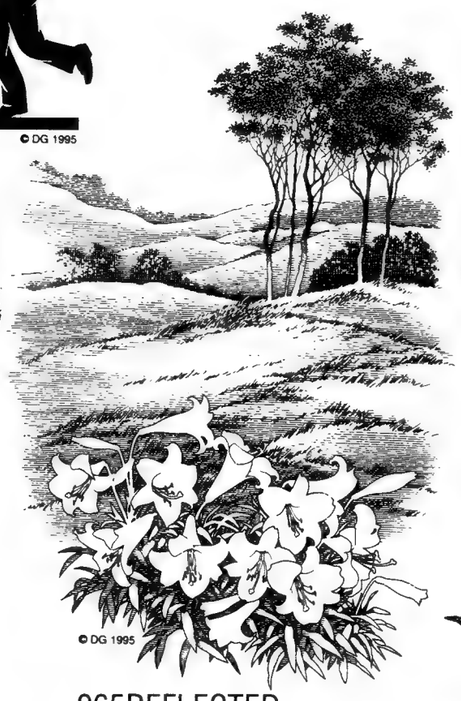

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Note: Numbers identify images for Electronic PMS subscribers.

Create your own

SPECIAL GARDEN

GLADIOLUSES
Bloom in early summer, 20 bulbs $9.99

PEONY BUSHES
Pink, white, or red blooms $16.79

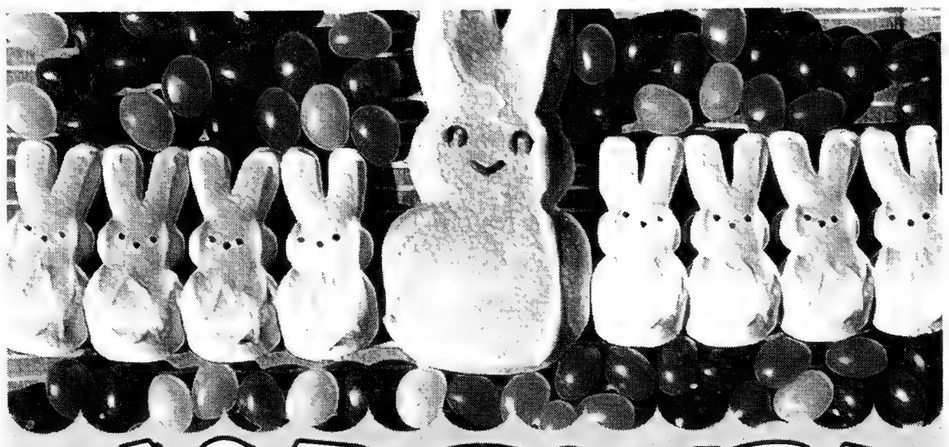
TULIP TREE
Beautiful blooms early summer $45.69

ENGLISH IVY
Potted, perfect for indoor gardener $5.97

MINIATURE ROSES
In an attractive woven wicker basket $12.50

Nancy's Nursery

630 Sunny St. • Open 'til 7 p.m.



HOP TO IT!

AND CHECK OUT OUR EASTER SPECIALS

HADBURY
MARSHMALLOW BUNNIES $1.69
6 PER PACKAGE .....

WHITMER
JELLY BEANS $1.79
10 oz. package .....

HADBURY

CAMELOT

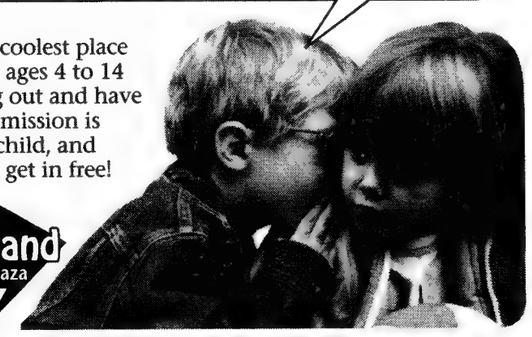
"Pssst!" Decorative Headings & Alphabets, Vol. 4

Pssst!

Mom said if we were really good we could go to Playland

It's the coolest place for kids ages 4 to 14 to hang out and have fun. Admission is $5 per child, and parents get in free!

Playland Lee Plaza



Above: Cute kids cropped, word balloon and "Pssst!" lettering added for activity center ad. **Left: Same photo of kids** was cropped and word balloon added for newspaper classifieds ad. **Bottom left: Large "S"** and screened rectangle lead readers' eyes down to photo on department store ad.

New ARRIVALS

Check out the latest video releases of big box office hits!

EVERY THURSDAY
rent one new release and get a second one for
1/2 PRICE

Vidmar Video
127 Apple • Open 11 to 11

Headline Aug. 93 Print Media Service

Have you heard?
You can get great deals in the classifieds!
Journal Classifieds
555-4678

Spring SALE

Rodkin Shampoo
10 oz. bottle, reg. $9.99 ..... **Sale $7.99**

Perky Conditioner
12 oz. bottle, reg. $10.99 ..... **Sale $8.99**

Bertola Hair Spray
16 oz. can, reg. $5.99 ..... **Sale $3.99**

All Nail products **15% off** thru 4/30/95

All Natrix products **25% off** thru 4/30/95

The Salon 5712 Sterling 555-HAIR

We go the DISTANCE

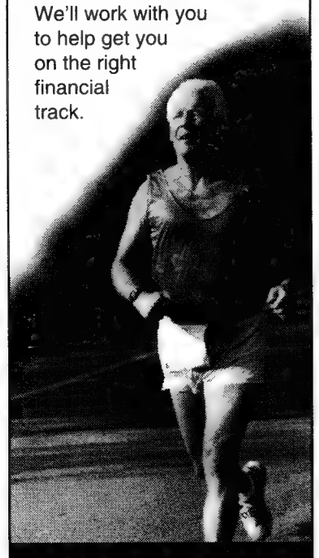
Beat your deadlines and stay within your budget with our guaranteed quality printing and other services.

- Typesetting
- Design/Layout
- Direct Mail Services
- Multi-Color Printing
- Binding
- Copy Services
- Brochures
- Letterhead
- Computer Forms
- Much More

Acme Printing
3472 N. Village • 555-3492

ARE YOU FINANCIALLY FIT

Make sure you're in good shape when you retire. If you haven't started planning yet, come talk to one of our bank officers today. We'll work with you to help get you on the right financial track.



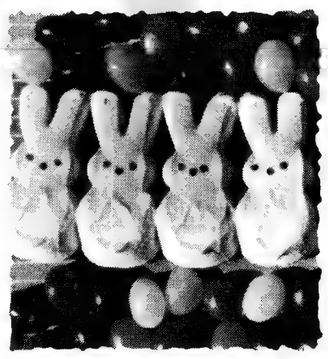
STATE BANK
1367 LAKE • 555-7389

"Easter Favorites" Mar. 93 Print Media Service

NOW SERVING YOUR

Easter Favorites

Baked Ham
Roast Beef
Chicken
Fried Fish
Potatoes
Dressing
Pasta
Rice Pilaf



Fresh Rolls
Salads
Vegetables
Cakes
Cream Pies
Fruit Pies
Ice Cream
Cheesecake

Grandmother's Home Cookin'
4569 Pinedale Ave.

- plants
- seed
- pots
- soil
- lawn furniture
- paint
- brushes
- wallpaper
- fixtures
- tools
- paving stones
- equipment
- and more

Colorful Spring

CELEBRATION
Friday, April 14 – Sunday, April 16
Theobald Home Center

The Secret's OUT!

Save 20%-40%
in all departments!

WOMEN

Coats	40% off	Purses	30% off
Better Dresses	20% off	Shoes	20% off

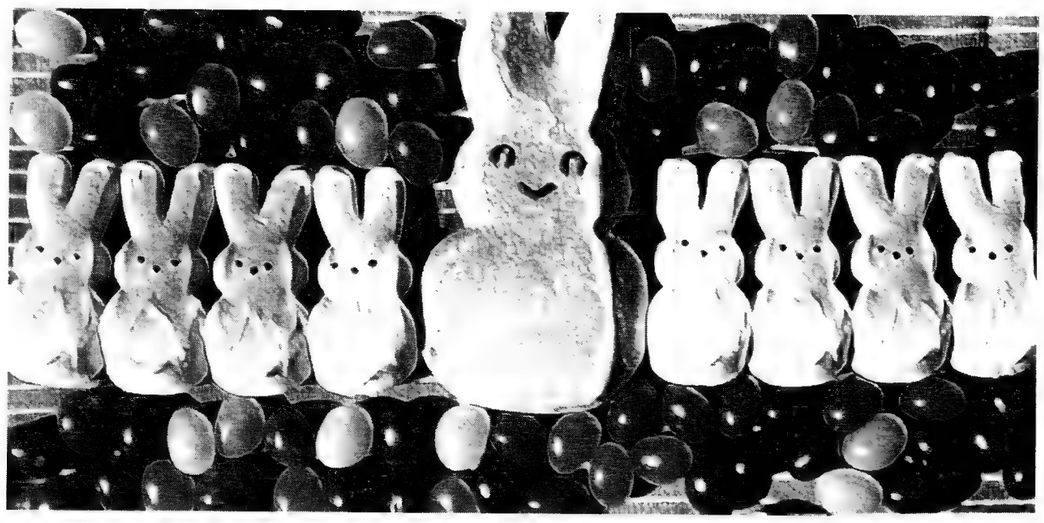
MEN

Suits	25% off	Slacks	40% off
Shirts	20% off	Shoes	30% off

CHILDREN

Jeans	25% off	Shirts	30% off
Jackets	20% off	Shoes	40% off

Bergan Sax
Northtown Mall



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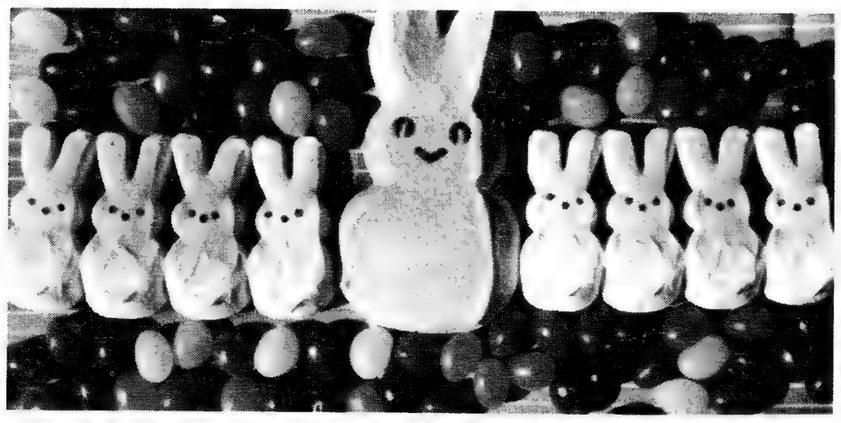

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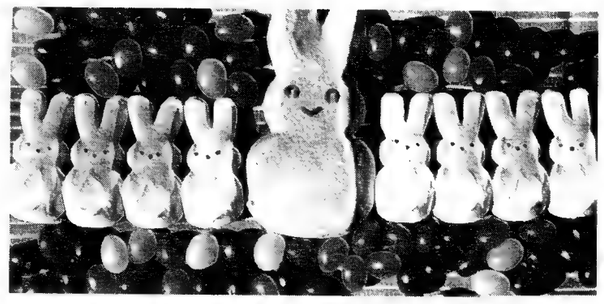
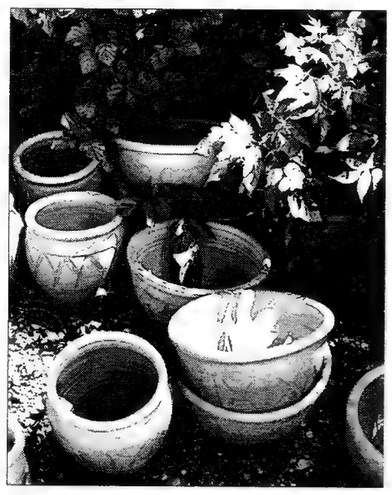
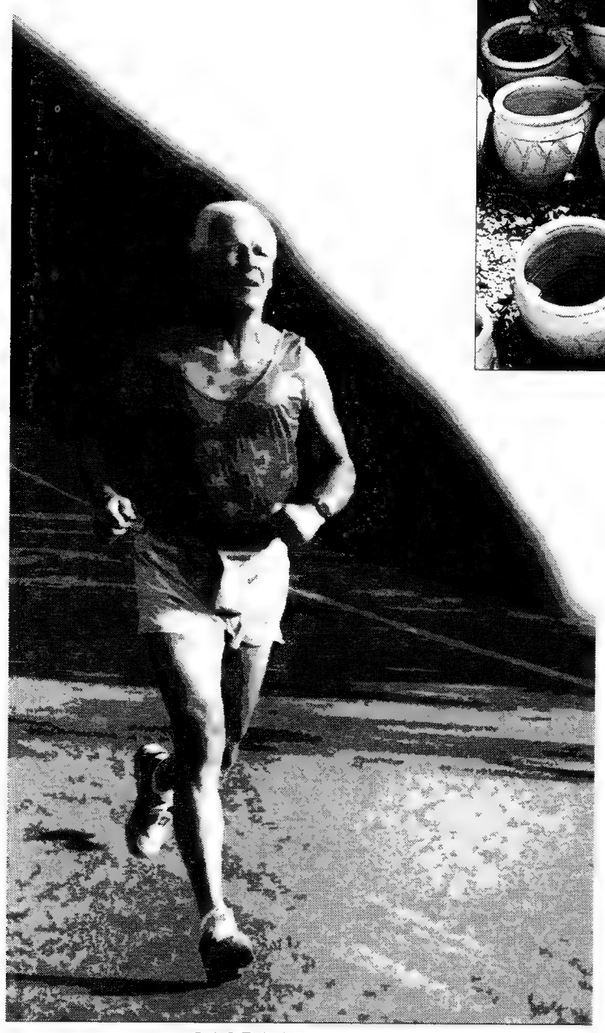




THIS ART IS
PRE-SCREENED. SIMPLY
SHOOT AS LINE ART.



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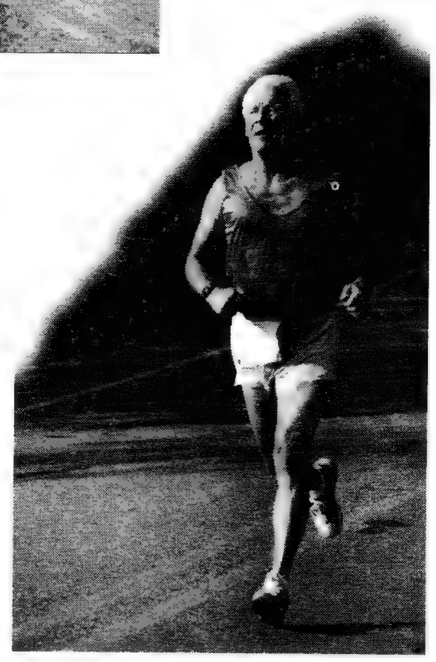

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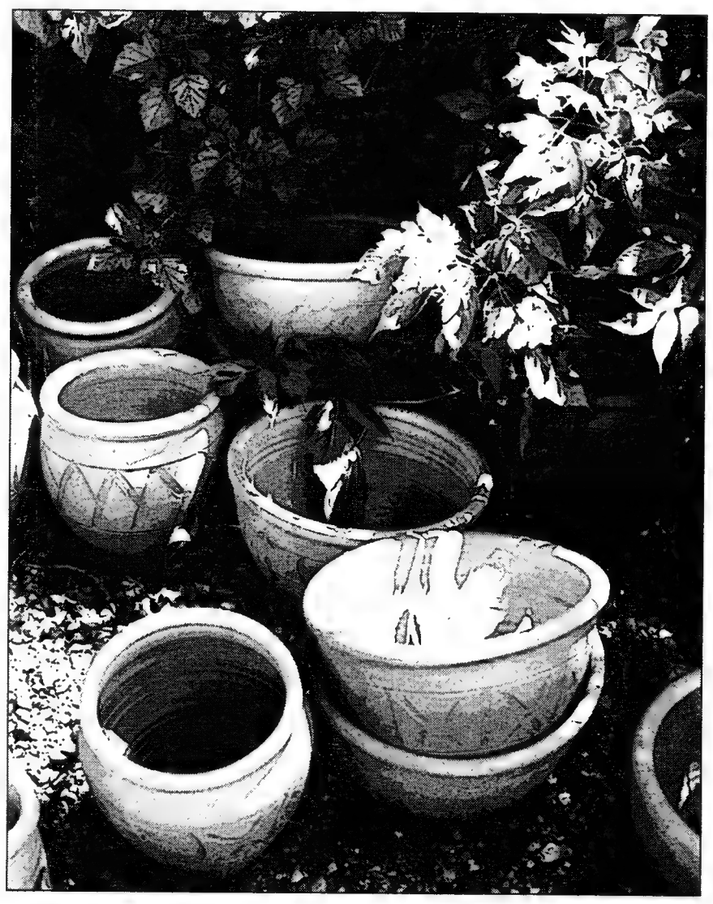

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Wednesday, April 12, 1995

1995 SCHEDULE OF EVENTS

Look inside for the Peoria Park District Spring Schedule

A Supplement to the Daily Journal

APRIL Shower of Savings

This Saturday only!

Save, save, save! Every pair of shoes in the store is on sale for this special one-day sales event. The prices on all the women's, men's, and children's shoes and boots in stock are reduced by an extra **20%**

PennyWise Shoes • Located in Cherry Hill Mall

SPECTACULAR Spring SALE

Big savings storewide this Friday, Saturday, and Sunday!

Three days of incredible price reductions on quality clothing, accessories, and shoes from your favorite brand-name makers like Jordan, Anunzio, Chesterfield Woman, Jan Weiss, Archer, Workdude, and Leslie Springdale.

- Better Dresses
- Career Wear
- Stylish Casuals
- Teens' Wear
- The Perfect Thing
- Foot Wear
- Men's Wear
- Kids' Clothes

All at savings of up to 40%

Bergan Sax
5500 N. Wedgewood
Hrs: M–S, 9–9

GET YOUR GARDEN GROWING

...for 15% less at the Spring Sale!

No matter what you need to give your lawn and garden the right start this spring, it's on sale for one big week only. Prices on everything from fertilizer to flowers are reduced to make gardening more affordable than ever.

- Lawn mowers
- Lawn rakes
- Fertilizers
- Seedlings
- Rose bushes
- Potting Soil
- Tools
- Ladders
- Hoses
- Plants
- Clay pots
- Seeds

SALE ENDS SATURDAY

Handy Hardware
Located In Reservoir Plaza • 555-5000

BRIGHT IDEAS

FOR SPRING

CLOSED
MEMORIAL DAY
Monday, May 29, 1995

WE'RE OVERSTOCKED

Save up to 40% on select merchandise storewide!

Save on a huge selection of brand-name electronics items through Saturday.

40% off AJ Speakers
Model JK-1390

20% off Dual-Deck VCR
Model M-573C makes it easier than ever before to record or make flawless copies of any videotape.

30% off DEK Camcorder
Model 1938-J is light-weight, easy to use.

SAVE SAVE SAVE

40% off CD Rack System
Jaeco model F-82 features a 5-CD carousel changer, AM/FM radio, cassette player, and remote.

20% off 23 in. Color TV
Jaeco model HD-8575 features stereo sound and remote control.

30% off Four-Head VCR
Miro model DJ-2874 features remote control, easy 21-day programming.

10% off Speakers
Miro model X-478K gives superb sound quality.

❖**Webb Electronics**
5909 N. Rosewood Dr. 555-5022

Happy Easter

Share the holiday with us

Join us Sunday, April 16, for a delicious Easter Brunch. Please make reservations now. The cost per person is only $7.95

the pepper pot
500 E. Holland • 555-8313

Sample designs like the ones shown on this and other *PMS* demonstration pages were created especially for you. Use as presented by substituting your logo, pick up layouts and replace our headline with yours, or take a headline and put it on your latest project.

Hold On to Your Cash!

We don't have sales because we have low prices every day!

If you see a lower price at some other store on any item we have in stock, we'll beat that price by five percent!

- Appliances
- Housewares
- Electronics
- Linens
- Clothes
- Shoes

Discount Mart
5908 N. Cypress • 555-5993

Is full-color printing not in your budget? No problem!

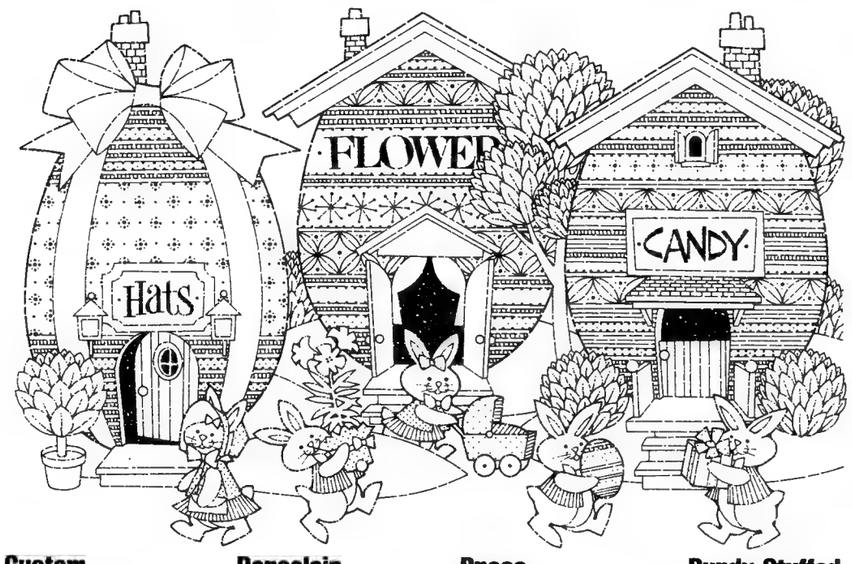
Print Media Service color separations don't have to be printed in full-color. You can use just one of the plates to print in black or a single color, or use two of the plates to create a duotone. On the example shown top left, the black plate is printed in black, the yellow plate is printed in process red.

MEMORIAL DAY
SALE
SAVE
25%
on all previously reduced summer merchandise

Save on clothing, shoes, accessories, beach gear, swim wear, and more through Sunday.

ValueTown
555 University Drive
555-9897

Special
Gifts for special people



Custom Easter Baskets
Choose from a variety of gift items and baskets starting at $15

Porcelain Collectables
Bunnies, chicks, ducks, and other animals starting at $12

Brass Accessories
Beautiful baskets, candlesticks, and boxes starting at $15

Bundy Stuffed Animals
Plush bunnies, chicks, bears, and more starting at $17

THE GIFT EMPORIUM
Evergreen Mall • **M–S, 10–9** • 555-3490

Wednesday, April 12, 1995

SPRING SALE

A Supplement to The Winchester Times

BLACK PLATE

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004D0495.EPS (Small Format)

004P0495.TIF (Gray Scale)

COLOR PLATE

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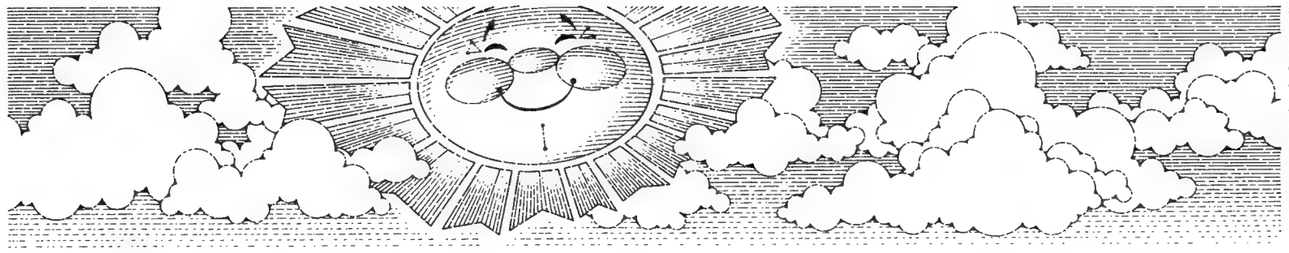

For Your Easter Basket...

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125A0495.EPS

137F0495.EPS

139F0495.TIF

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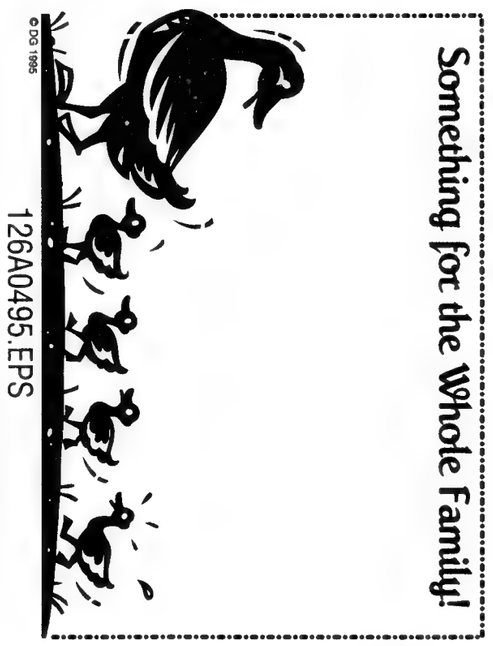

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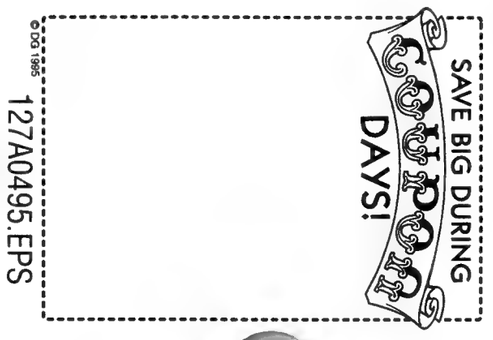

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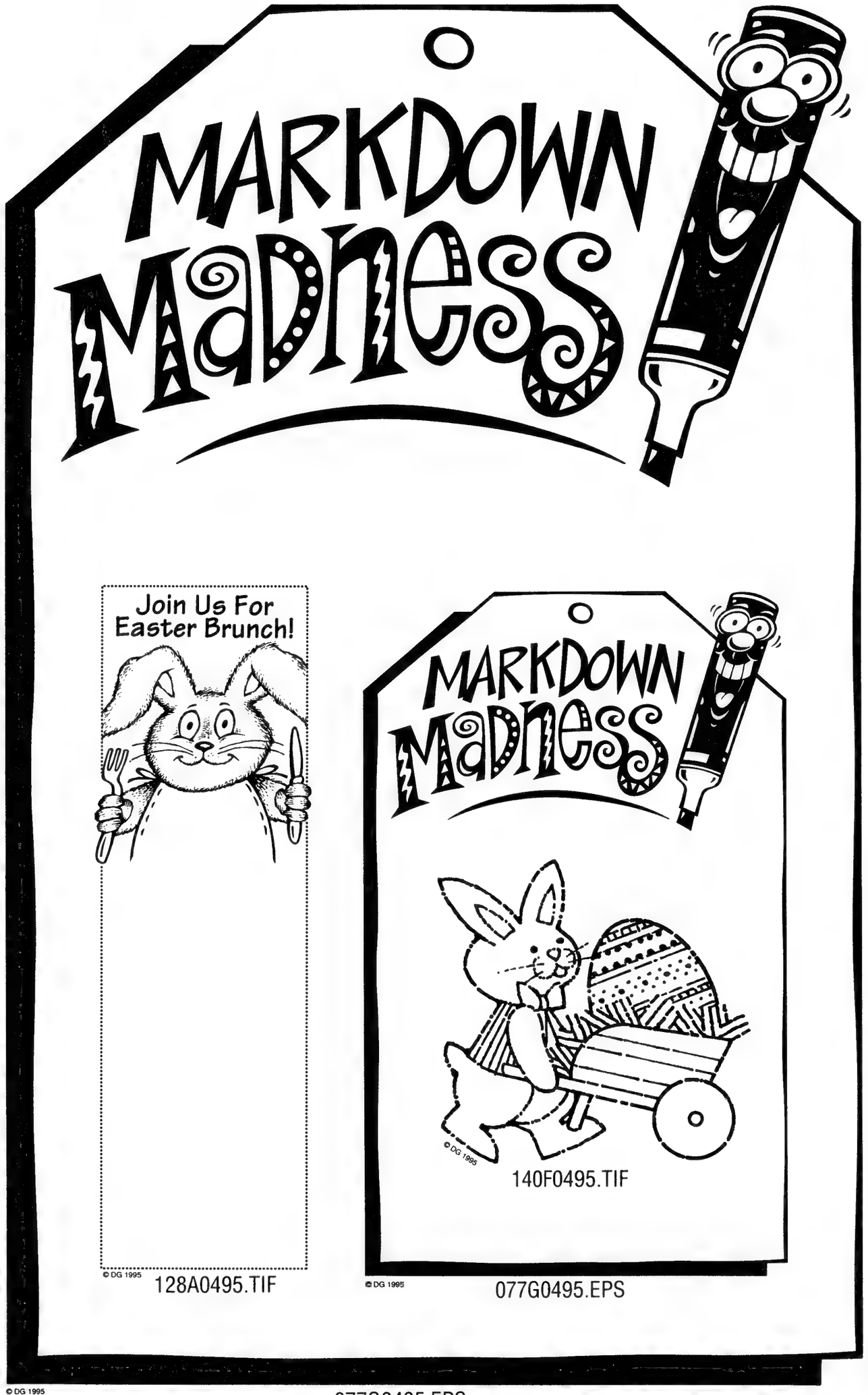

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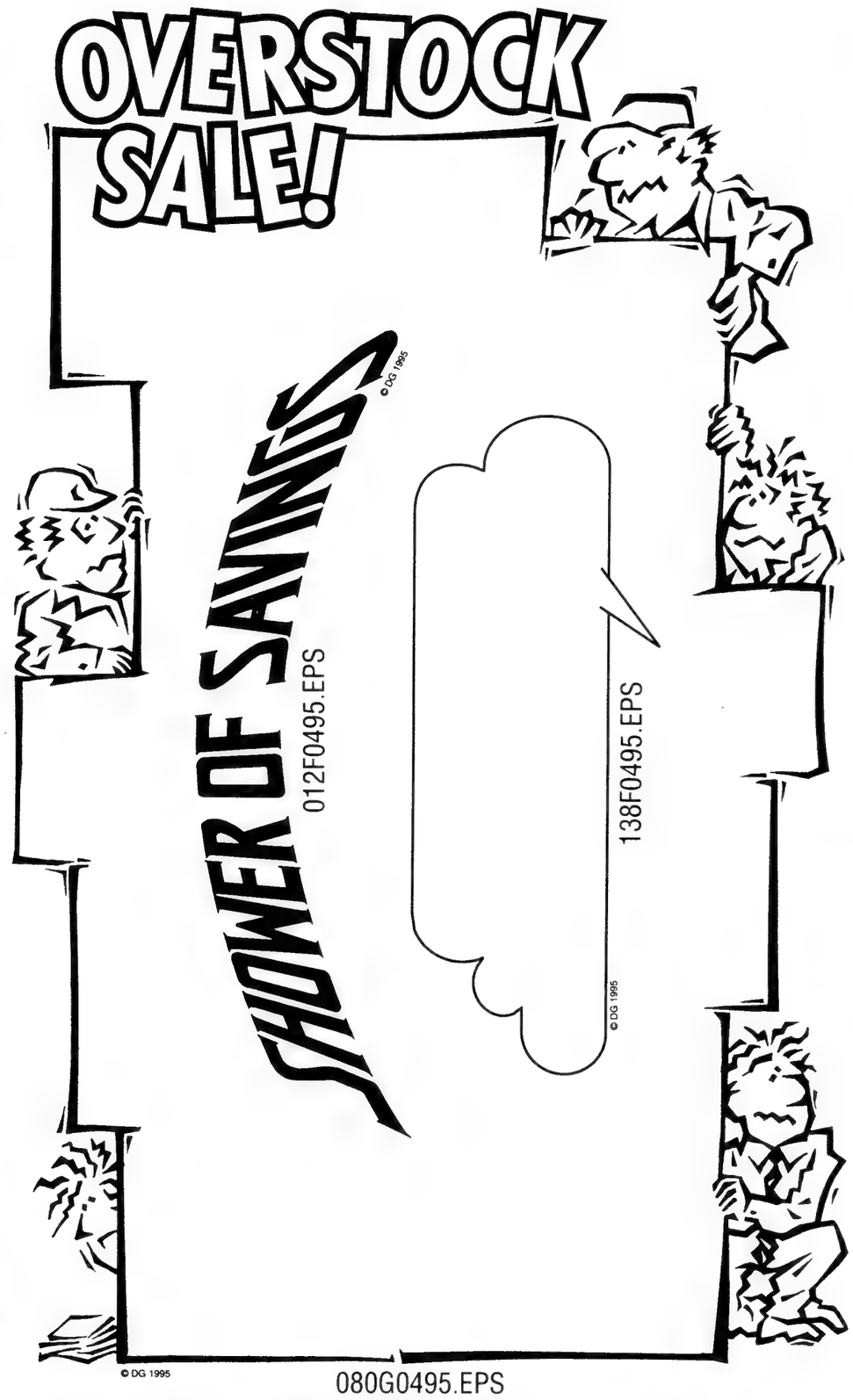

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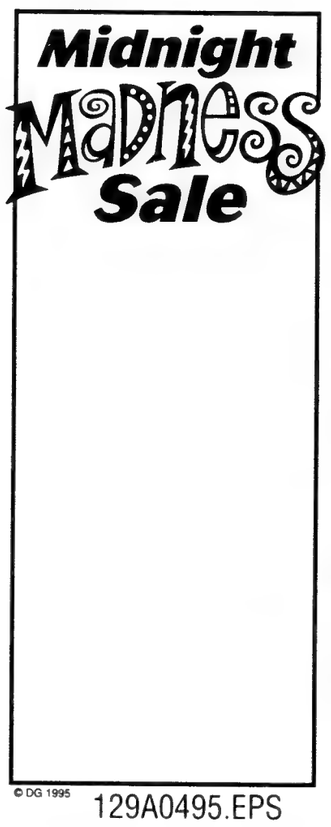

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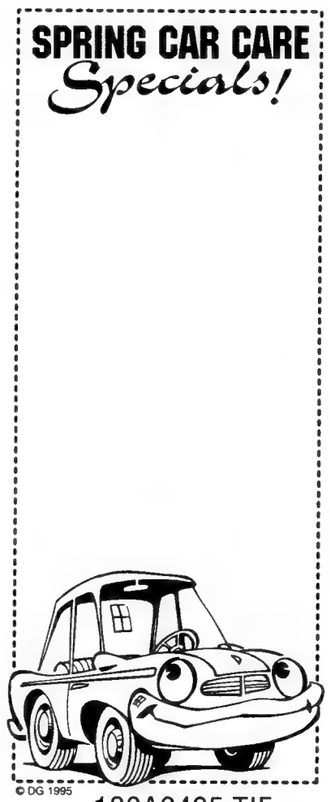

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For Your Easter Basket...

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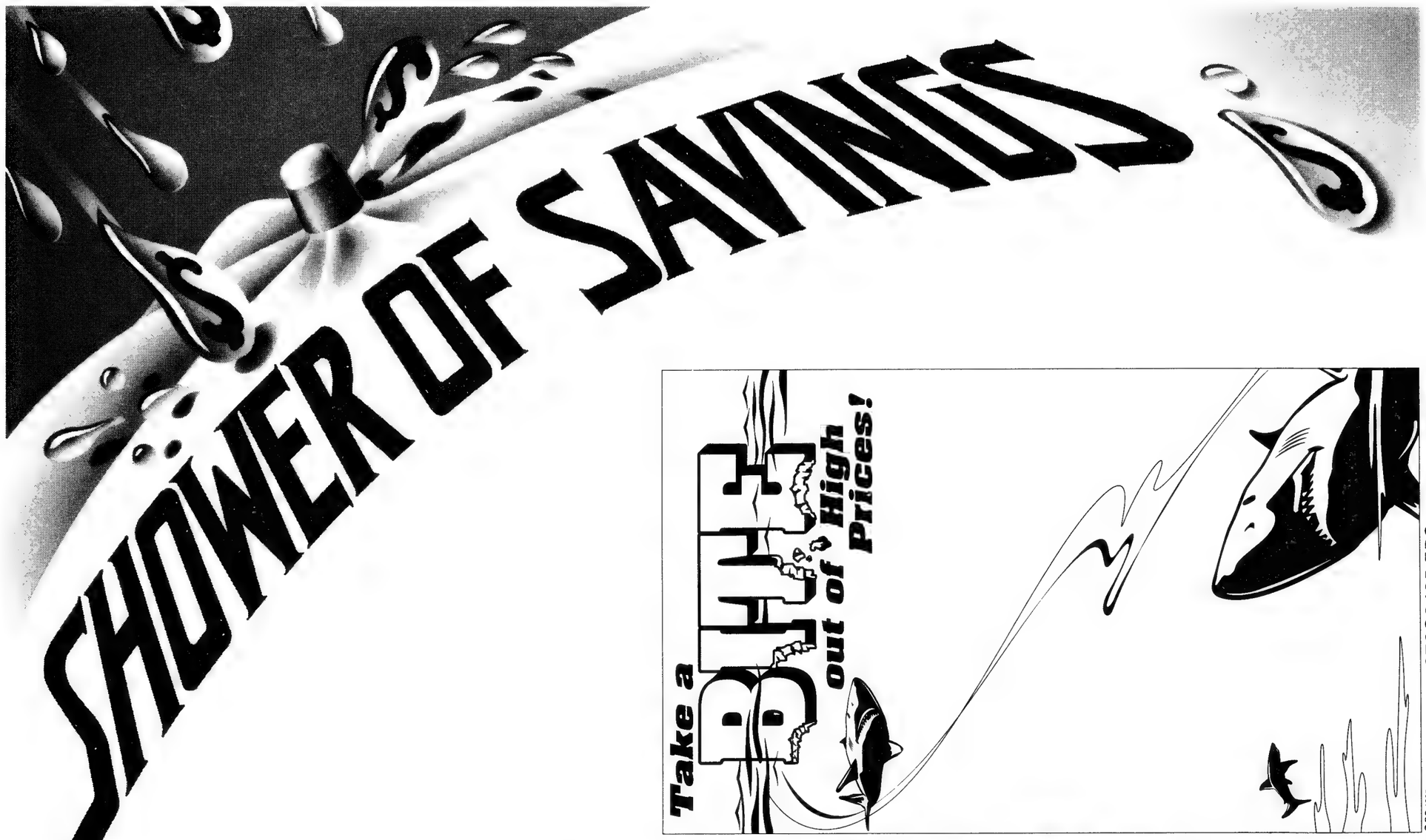

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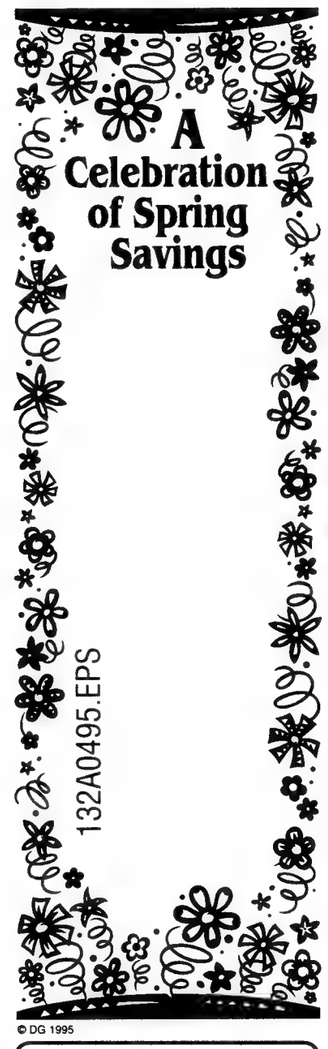

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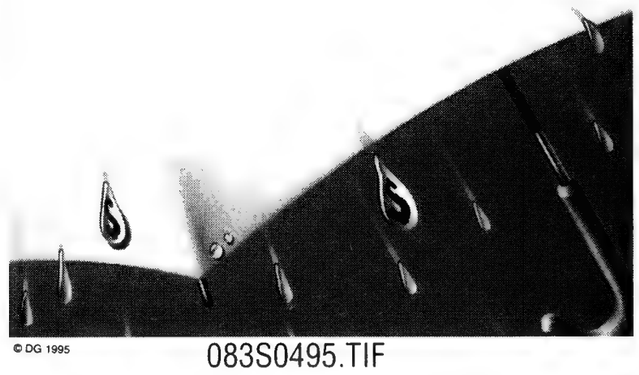

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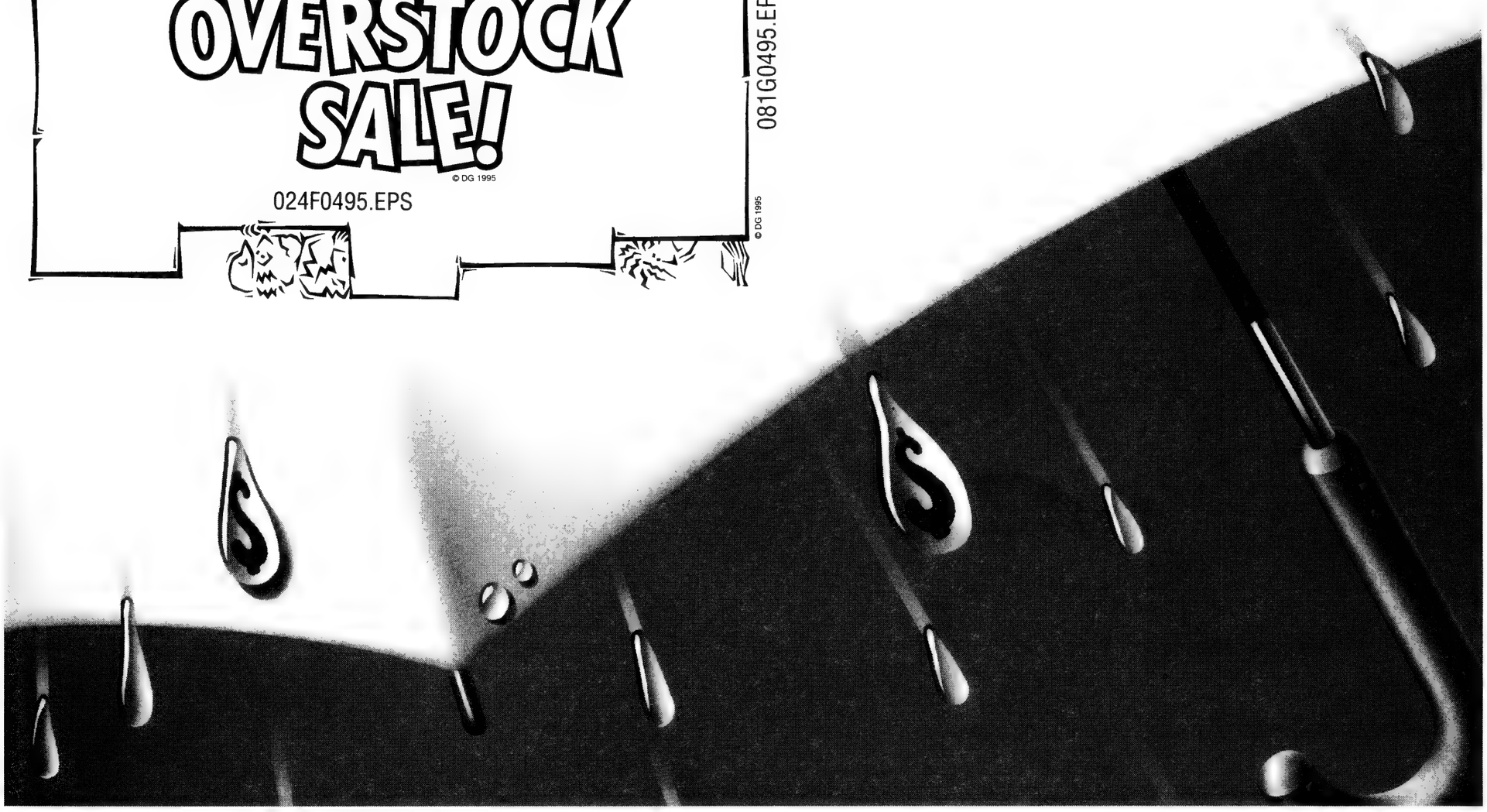

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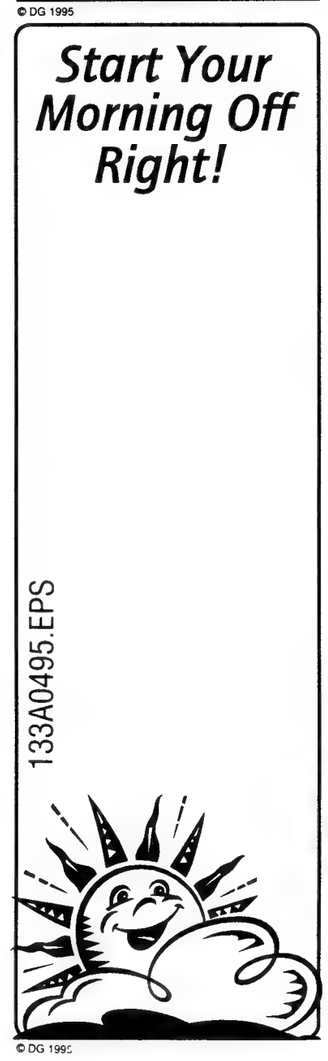

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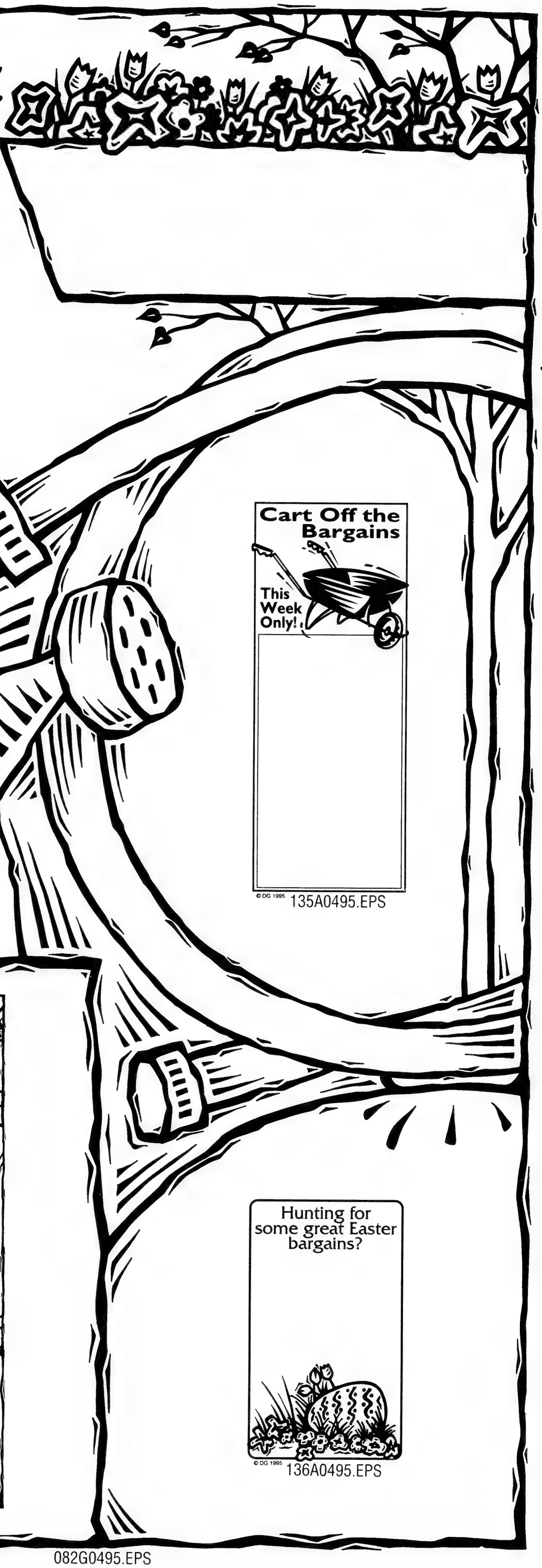
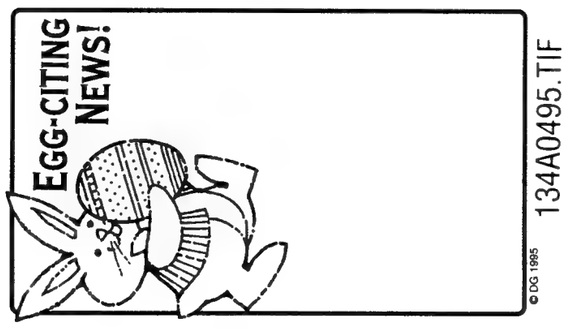
Let's Get Growing and Save!





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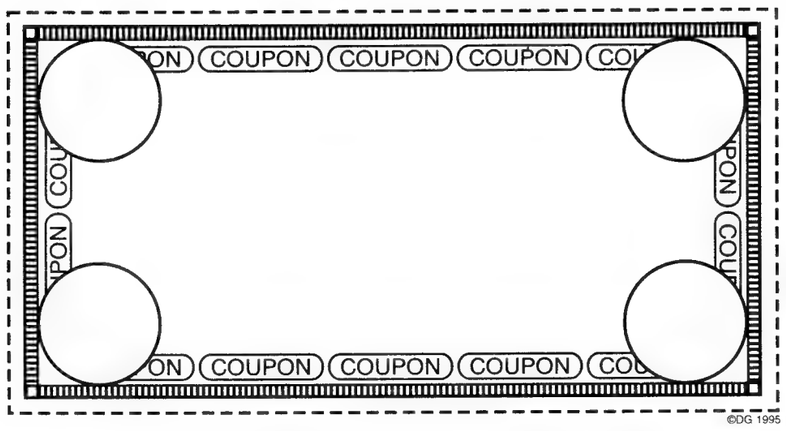

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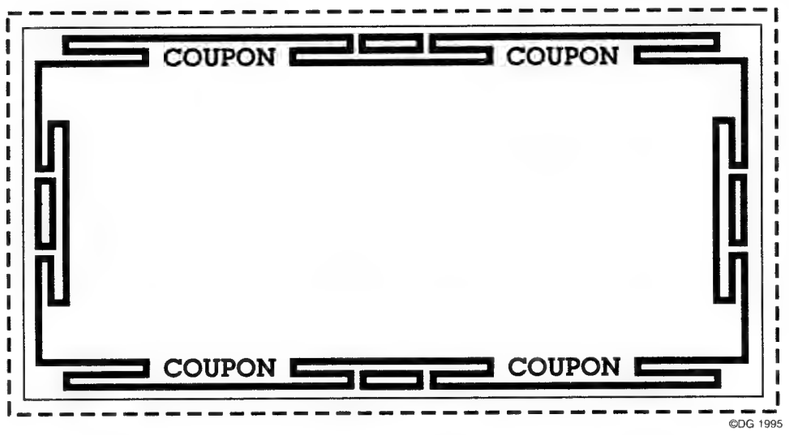

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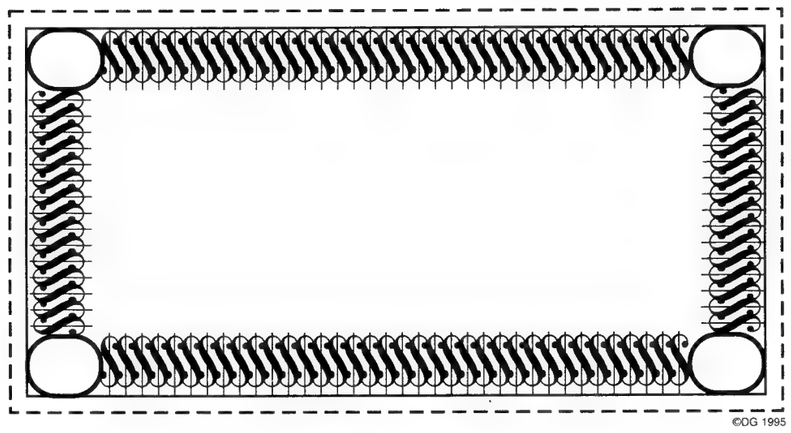
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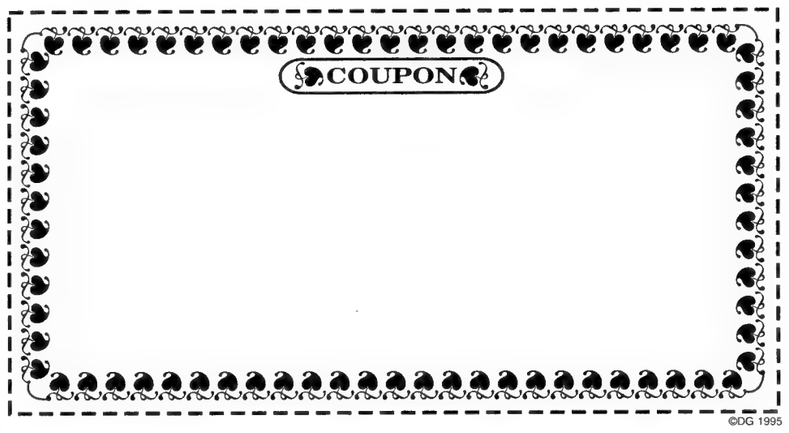

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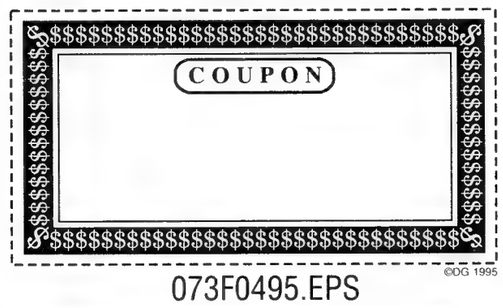

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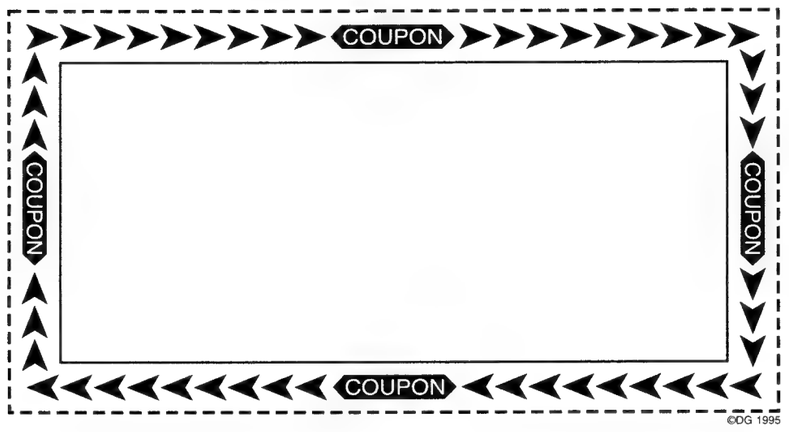

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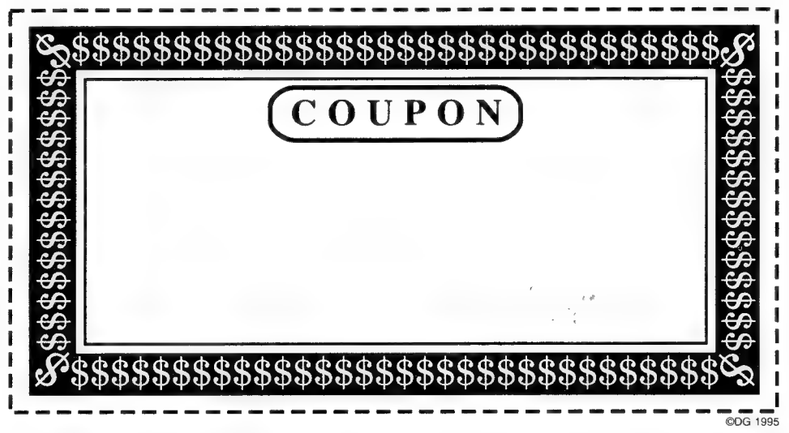

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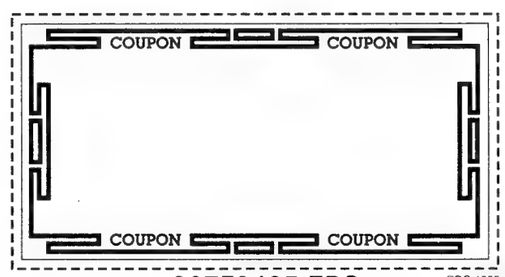

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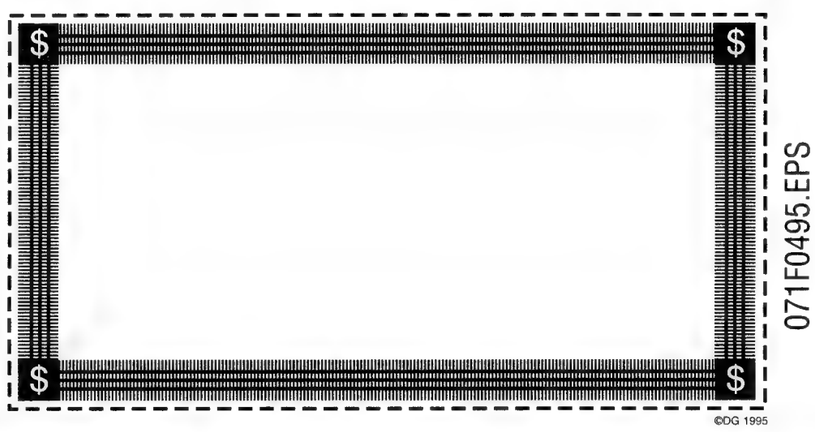
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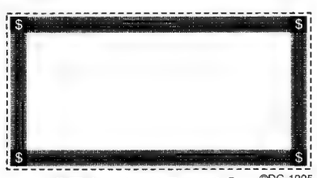
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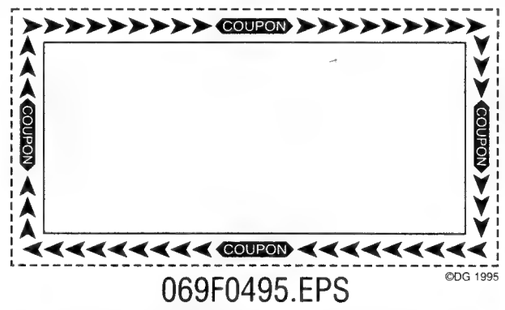

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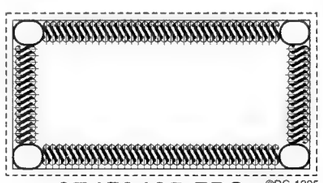
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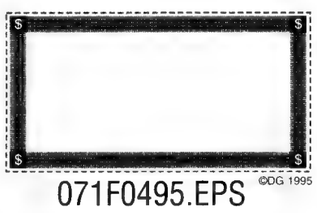
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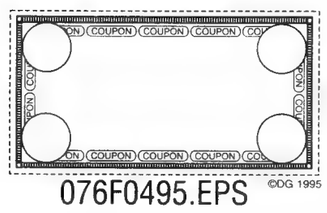

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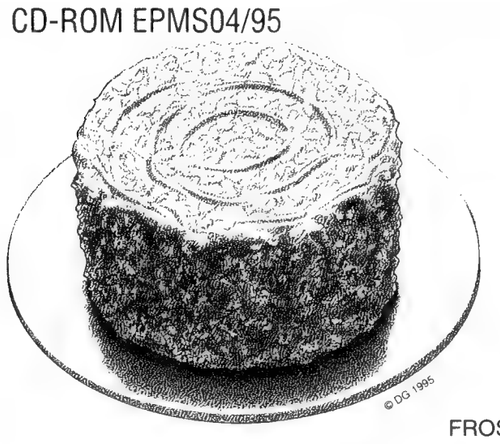

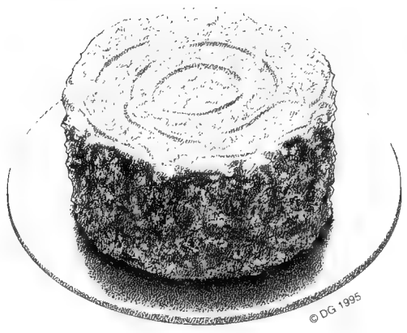

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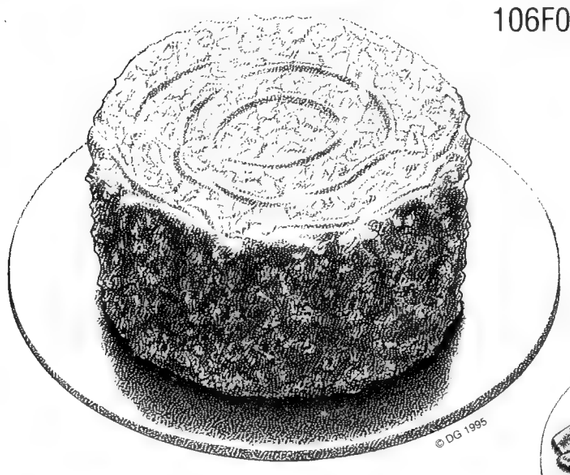

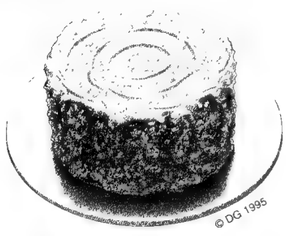

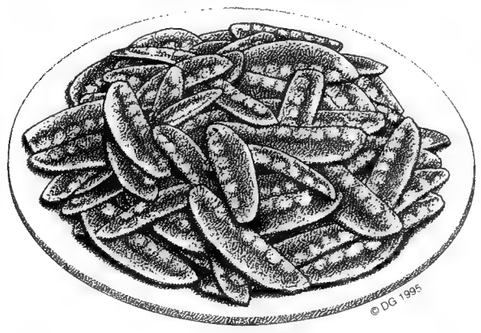

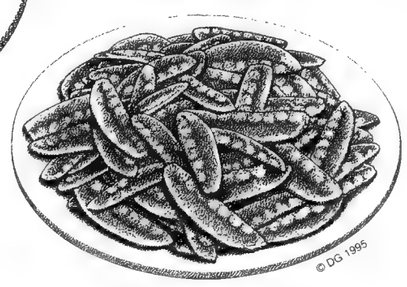

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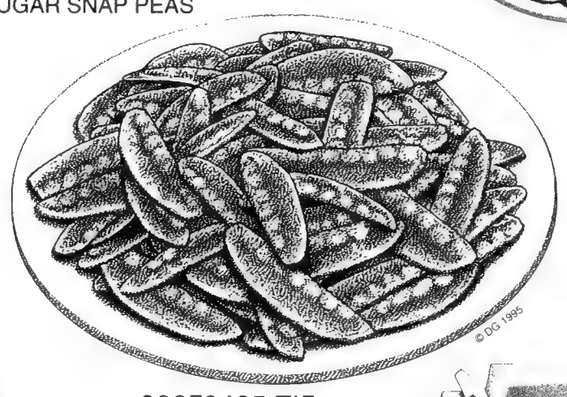

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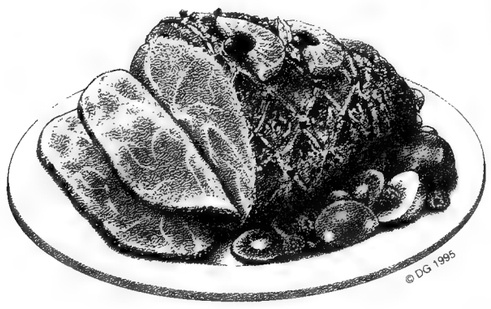

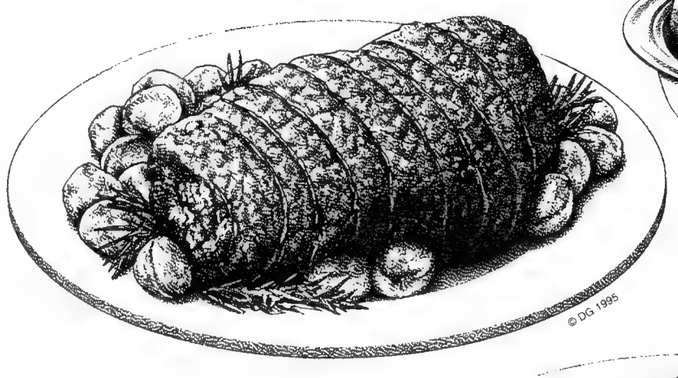

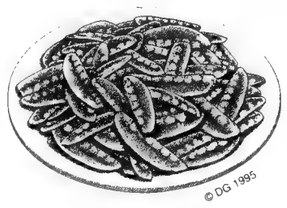

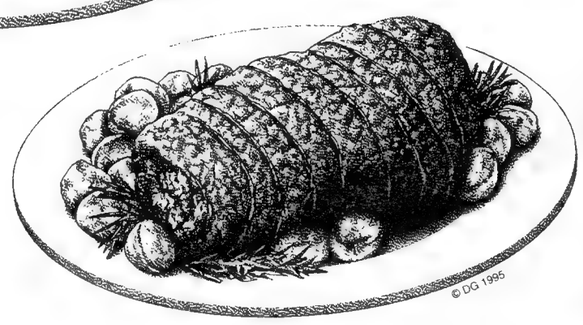

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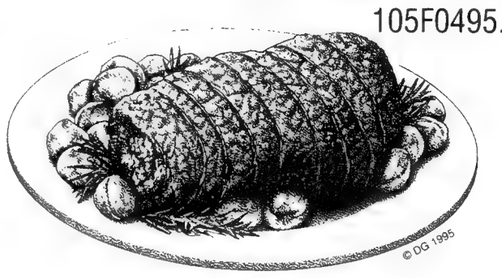

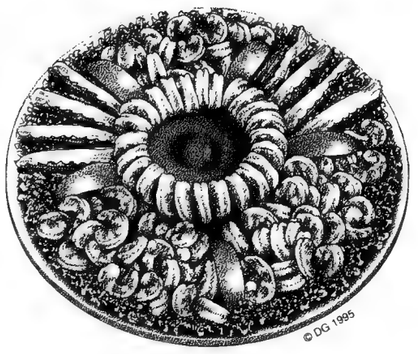

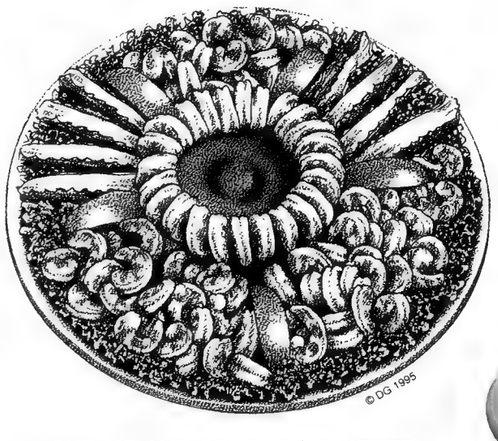

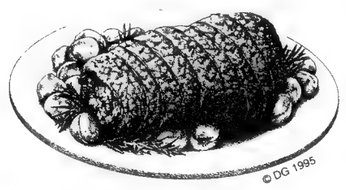

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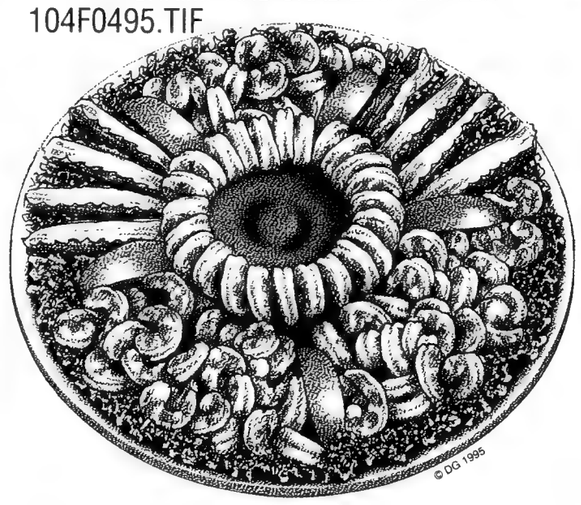

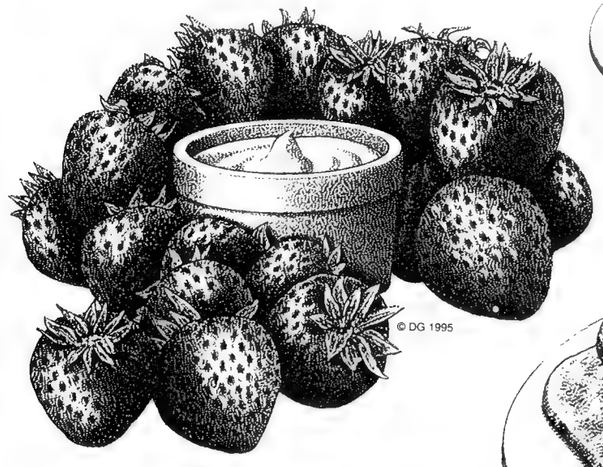

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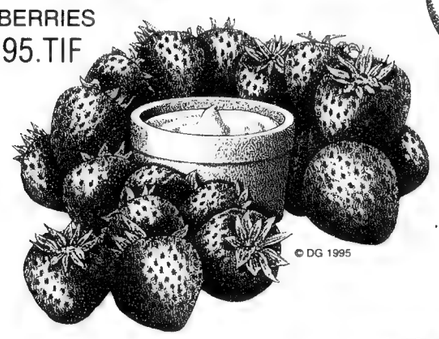

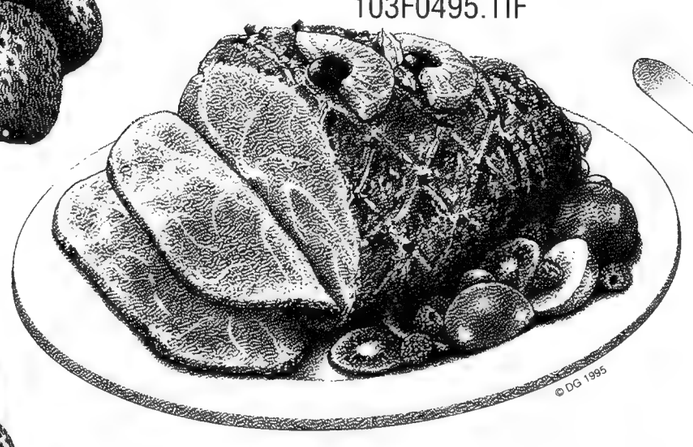

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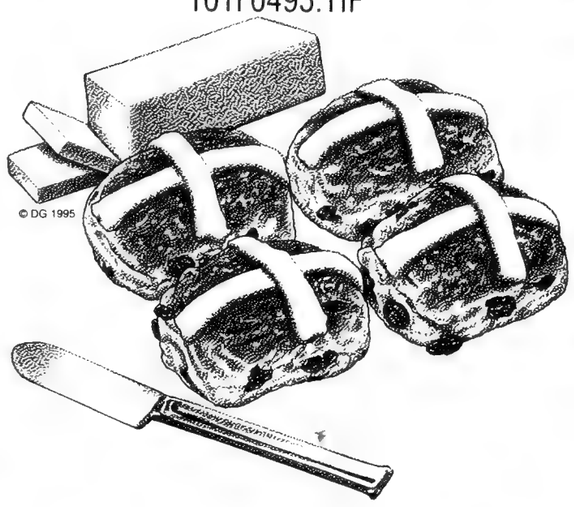

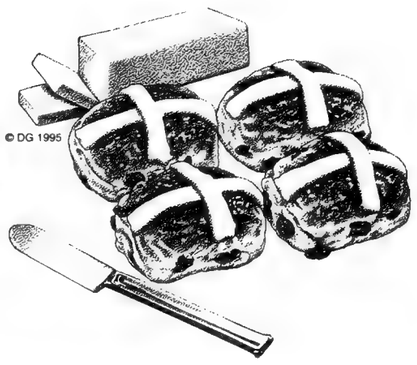

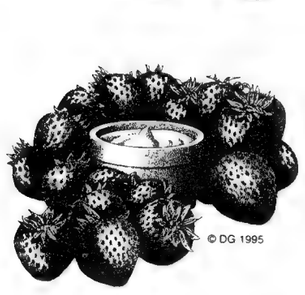

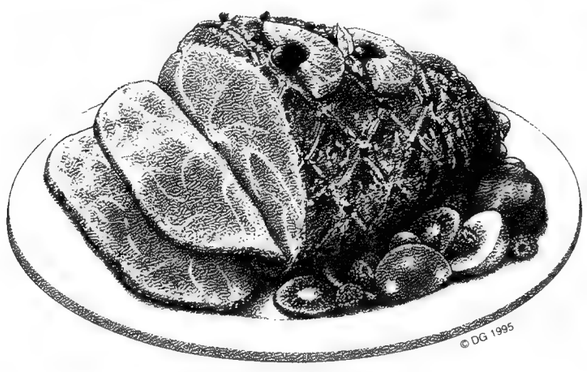

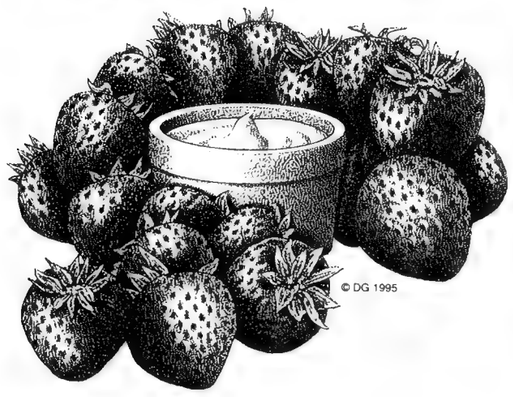

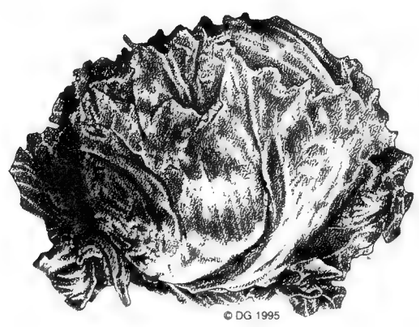

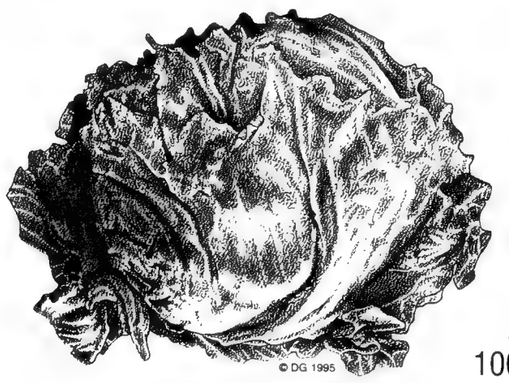

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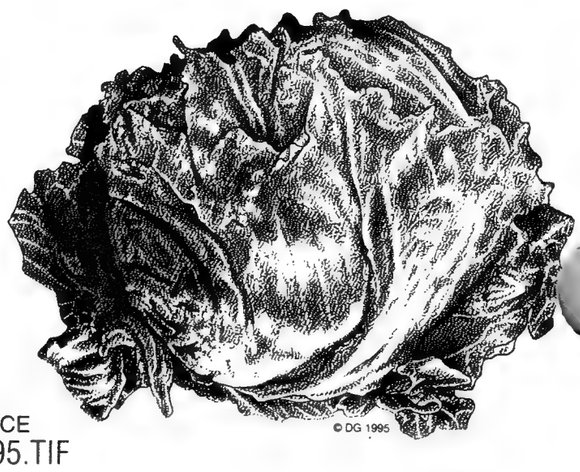

Quarterly Promotional Tie-Ins

Special days, events, observances, and seasonal themes are strong linage builders! These quality, contemporary illustrations provide timely tie-in "hooks" for up-to-the-minute promotions as they infuse advertising with the immediacy, novelty, and graphic punch that get attention in any environment. Or, use the art for other non-related advertising purposes. (Note: References next to some headings identify the specific months in which those tie-ins occur.)

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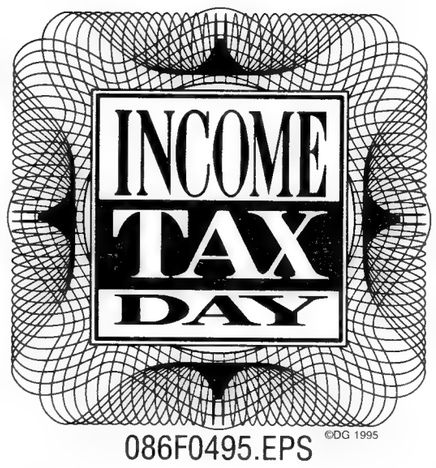

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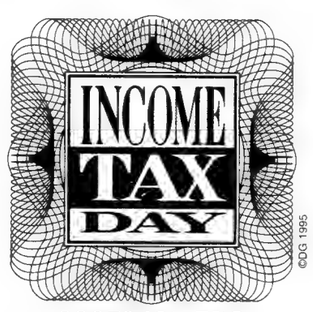

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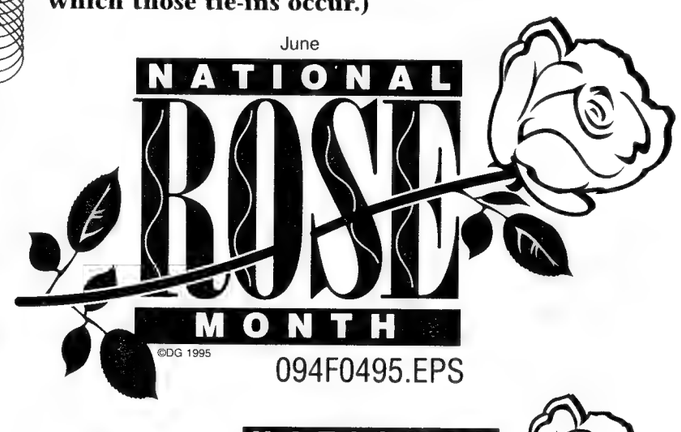

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April

084F0495.EPS

094F0495.EPS

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096F0495.EPS

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May

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098F0495.EPS

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June

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May

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April

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May

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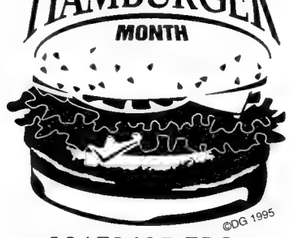
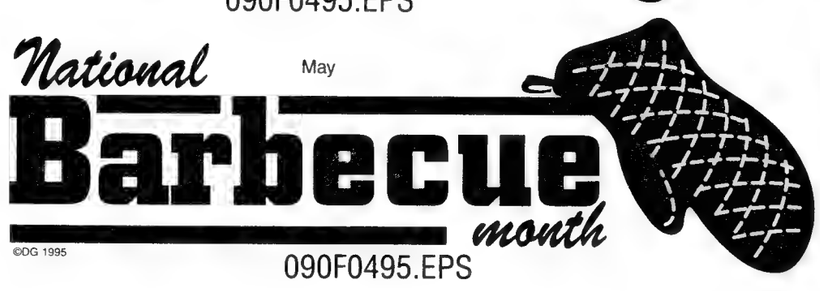


091F0495.EPS

090F0495.EPS

May



090F0495.EPS

May

091F0495.EPS

093F0495.EPS

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093F0495.EPS

BUSINESS & COMMERCE

An ongoing series depicting the workings of the busines and professional community. If you have the need fo specific business or commerce illustration, please conta us. We appreciate your suggestions.

TIRE SALES 114F0495.TIF

110F0495.TIF

CHIROPRACTOR

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FLORIST

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DOUGHNUT SHOP

OPTICAL SHOP
112F0495.TIF

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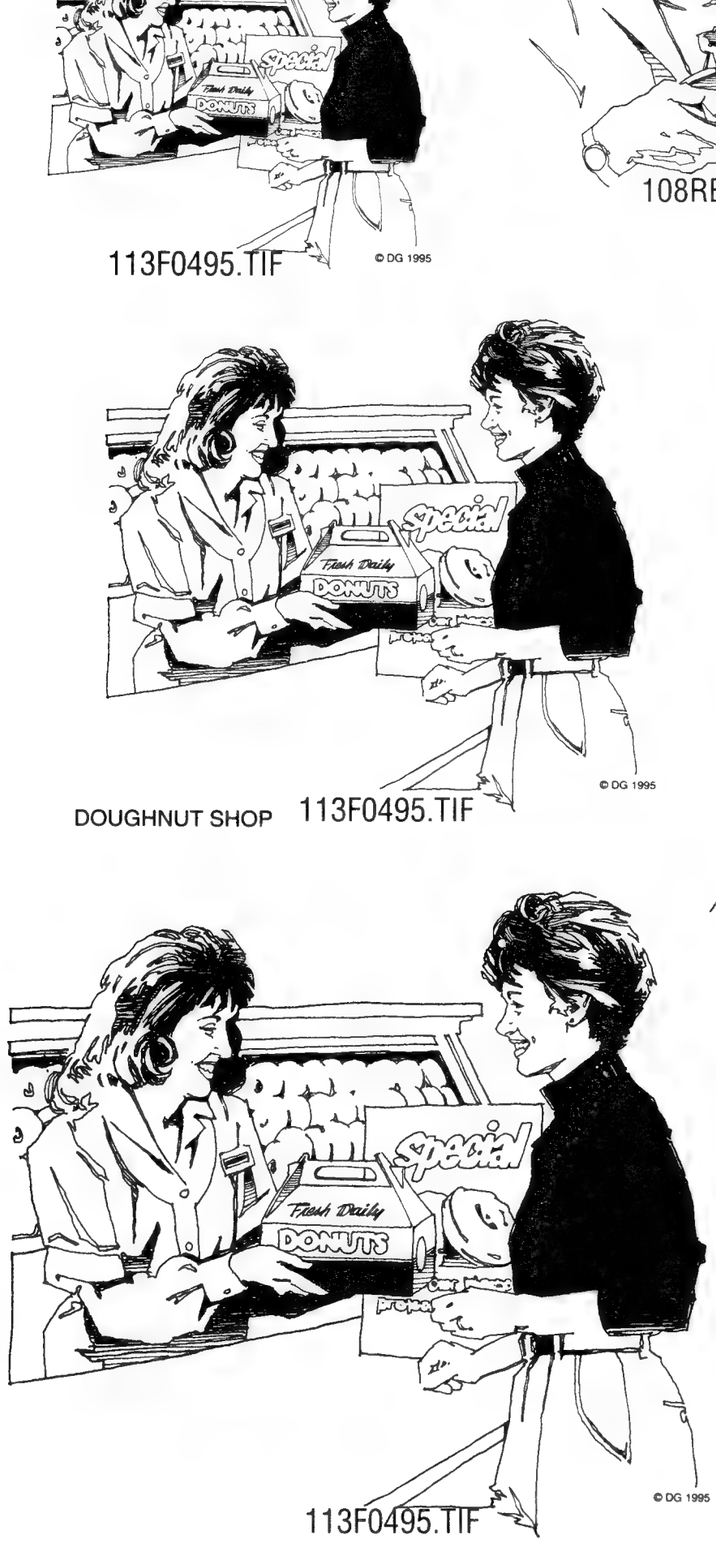
MANICURIST



113F0495.TIF

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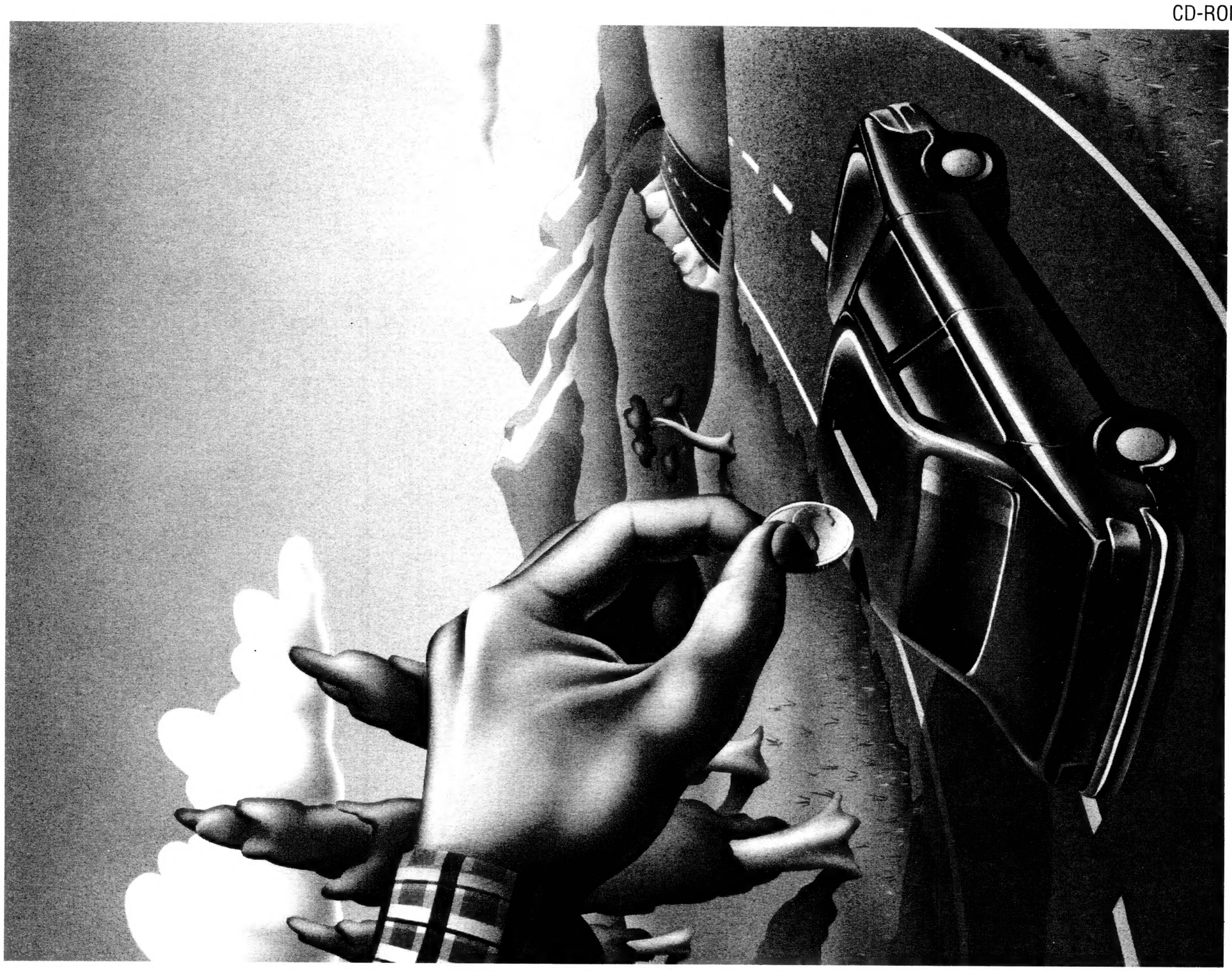
Note: Numbers identify images for Electronic PMS subscribers.



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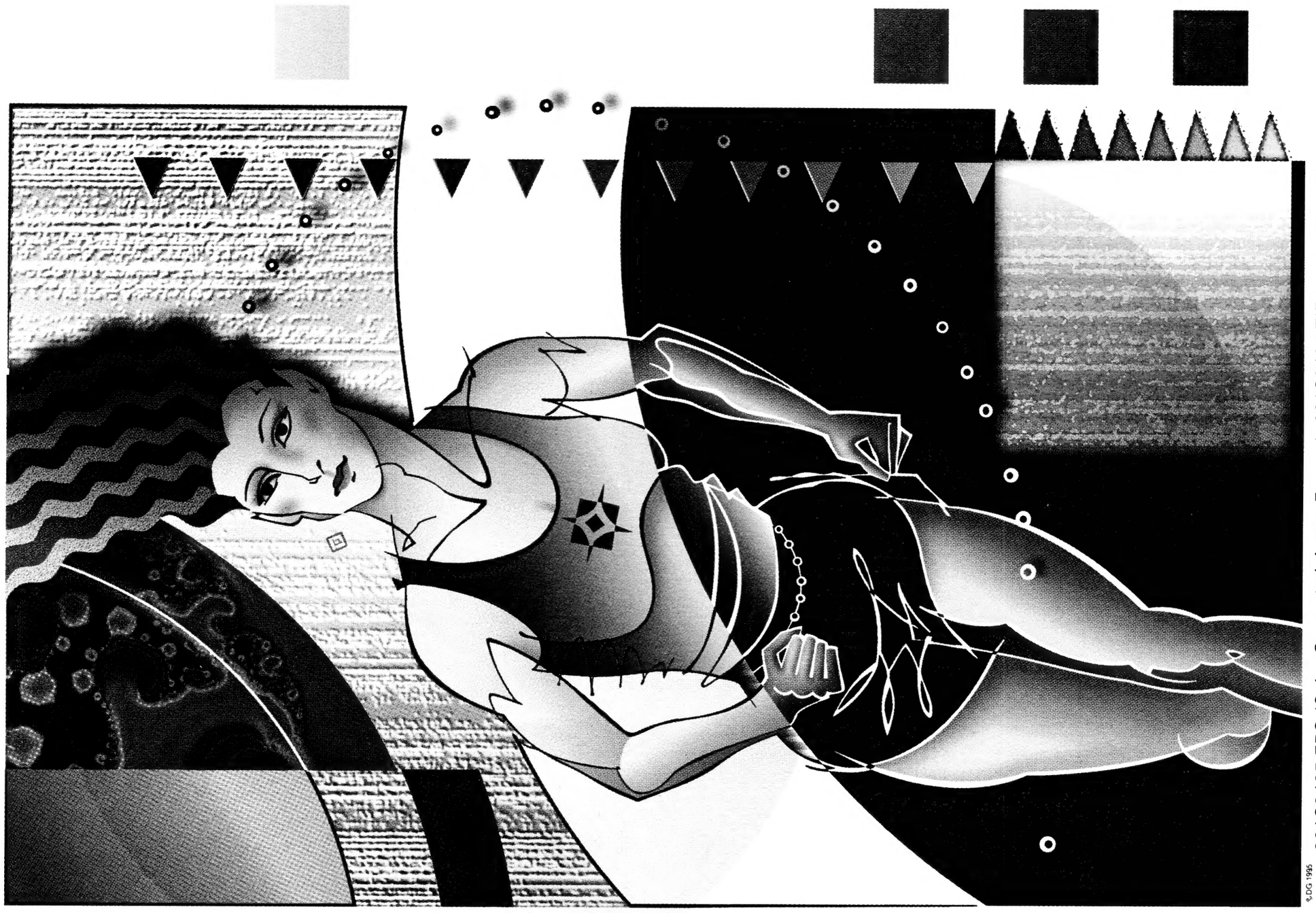
005T0495.TIF (Large Format) 006T0495.TIF (Small Format)

Shown below is the full color proof of the color separations appearing on pages 27 and 28.



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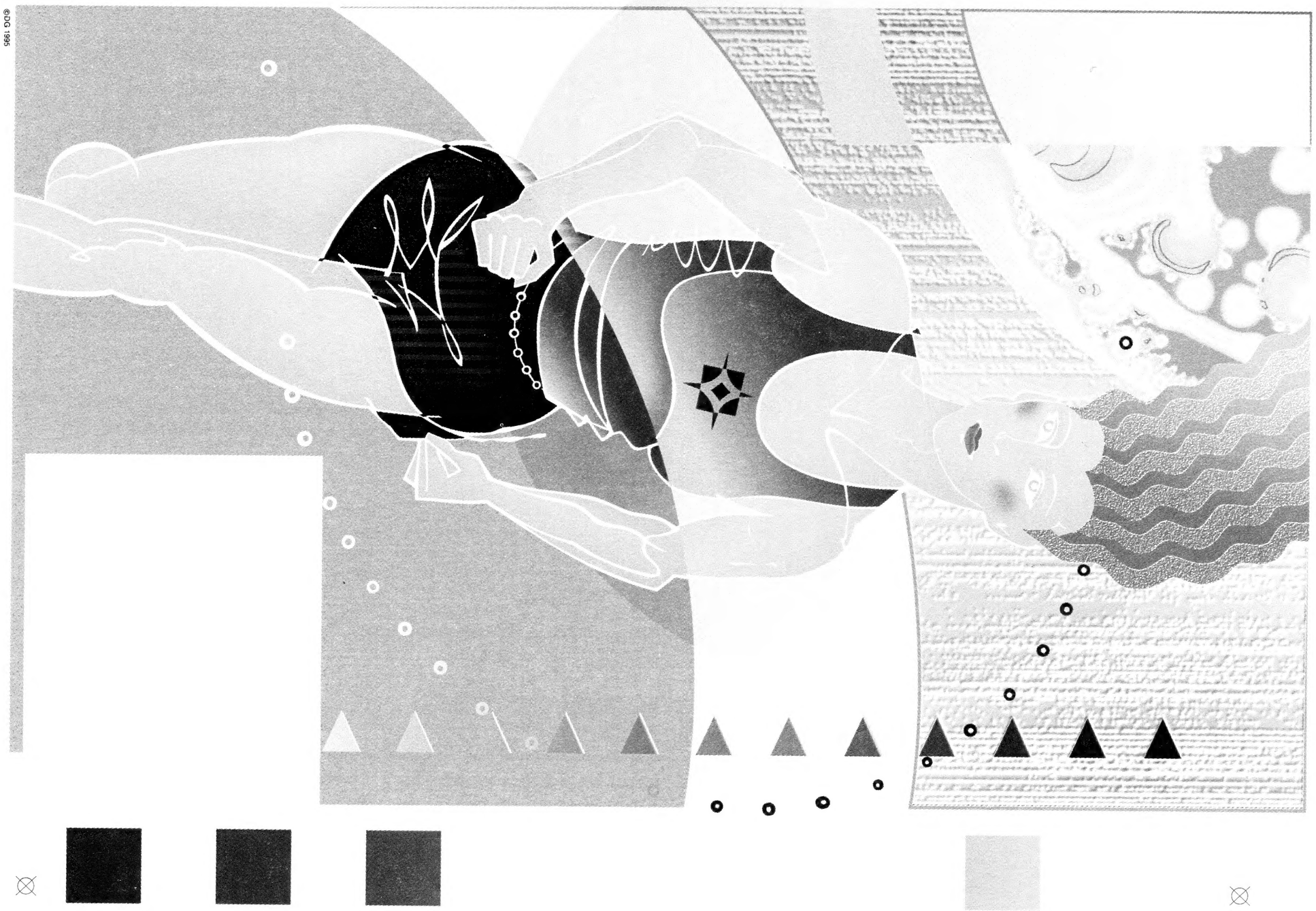
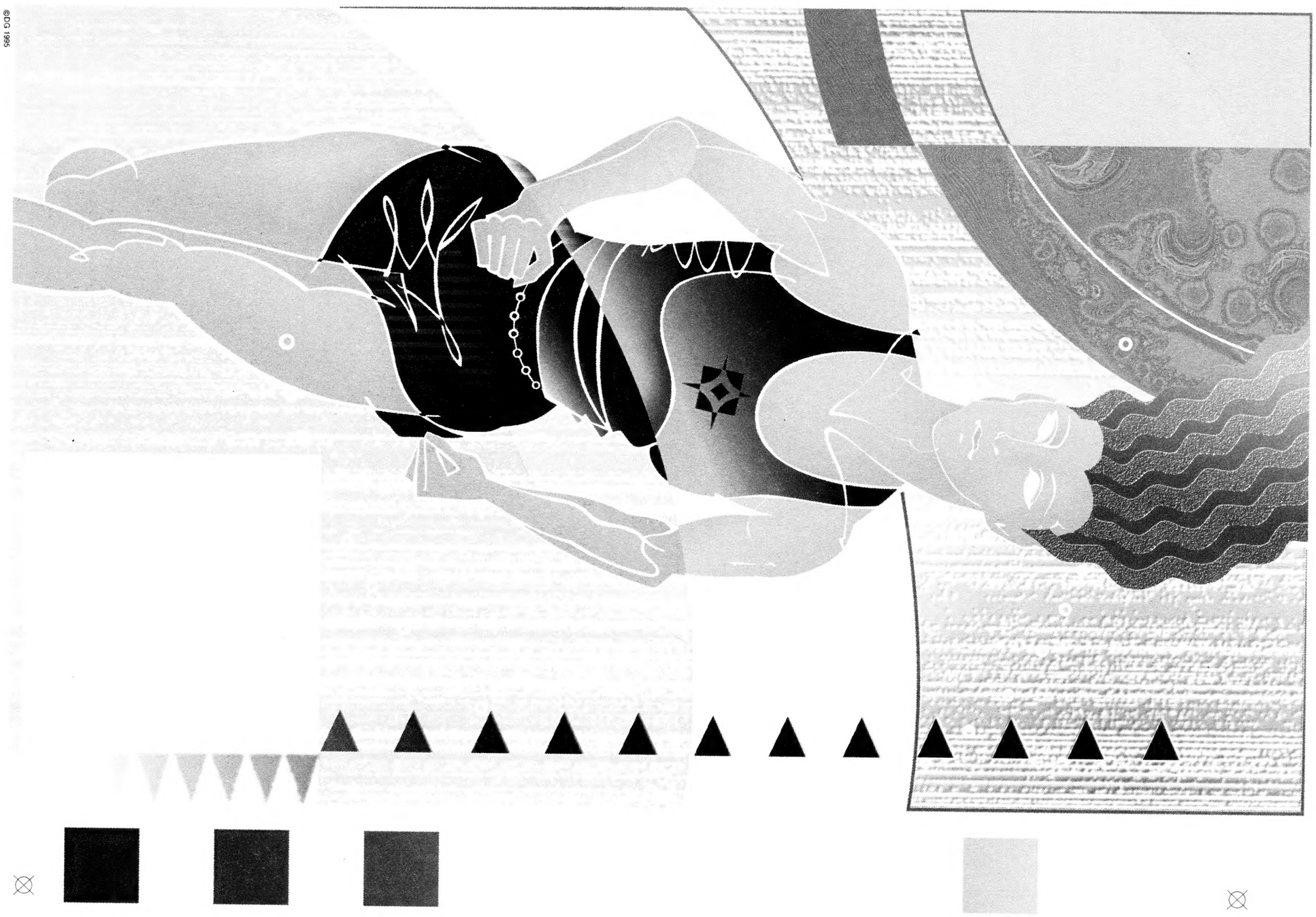
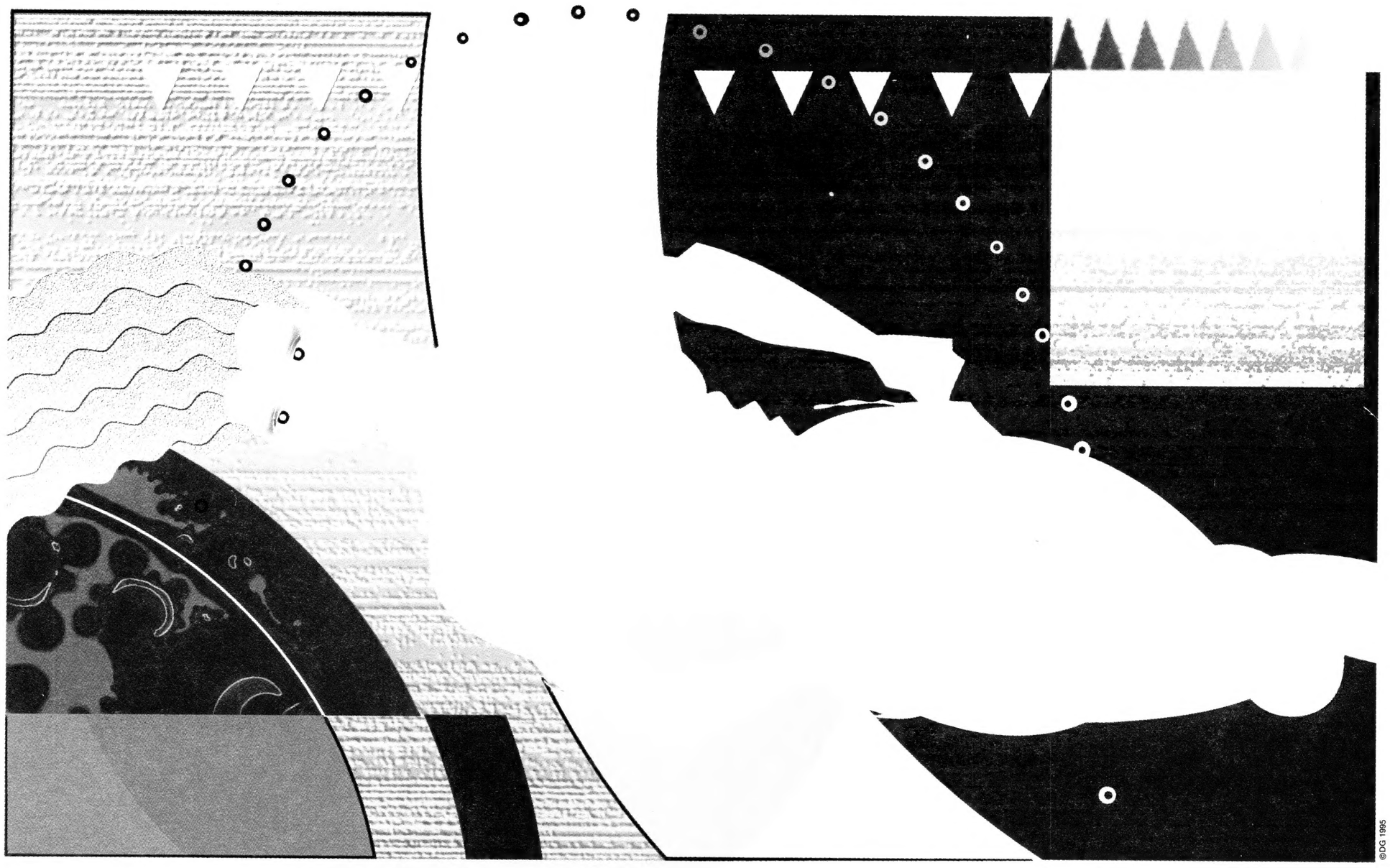
001C0495.EPS (Color Separated, Large Format) 001C0495.TIF (Large Format)
002C0495.EPS (Color Separated, Small Format) 002C0495.TIF (Small Format)

• RED PLATE



• YELLOW PLATE





This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.

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3. Please do not use staples or fold your entry. We also ask that newspaper entries not be mounted.

MAIL TO: *PMS* Case History Contest,
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